



THURSTON BOUNTIFUL BYWAY

CORRIDOR MANAGEMENT PLAN



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Many photos throughout the plan are courtesy of Nate Burgher and Experience Olympia & Beyond.





CHAPTER 1

INTRODUCTION + BACKGROUND



Overview of the Thurston Bountiful Byway

Welcome to the Thurston Bountiful Byway—a 60-mile loop that provides authentic agritourism experiences and opportunities, outstanding scenery, friendly small towns, and exciting recreational experiences. Travelers will experience rural Thurston County, and learn about the agricultural aspects of the region including farms, farmers markets selling products produced locally, and businesses sourcing from local farms.

The byway route provides access to a diversity of landscapes and experiences throughout Thurston County. Visitors can experience the scenic Nisqually Valley, walk through communities filled with history and art, explore productive farmland, enjoy hiking and biking opportunities in the Capital State Forest, and learn about Washington State's capitol, all in one day. Communities along and in proximity to the byway are listed below:

- **YELM:** Gateway to Mount Rainier—and so much more, Yelm is nicknamed “the pride of the prairie” and is located at the intersection of nature and culture, past and present.
- **RAINIER:** Set in the shadow of the mountain it is named for; Rainier’s stunning view earned its original name from local tribes as “the best yet.” Today, the community is a center for local history and community identity.
- **TENINO:** A family-friendly small town with a unique history in stone carving, Tenino, like many Western towns, got its start when an entrepreneurial pioneer traveled across the country in search of open space and opportunity.
- **BUCODA:** A small town with a lot of history, Bucoda was named using the first two letters of each of the surnames of the principal investors in town—Buckley, Coulter, and David. With a storied past as an old mill town and location of Washington’s first territorial prison, some have claimed

Bucoda might be haunted, leading to one of the most popular of the town's annual celebrations—Halloween!

- **GRAND MOUND:** This small town attracts visitors from around the state. Grand Mound traces its origins to the days when the Chehalis Tribe grazed animals on the prairie.
- **ROCHESTER:** Rochester packs in history and an agricultural identity. This little town has deep roots in its Native, pioneer, and Scandinavian past.
- **TUMWATER:** Where nature, history, and the future intersect. With a gushing waterfall as its centerpiece, Tumwater shines for its natural beauty, historic significance, and vibrant present.
- **OLYMPIA:** Straddling Capitol Lake and Budd Inlet, miles of waterfront make for long walks and great views. Olympia hosts one of the biggest farmers markets in the state and views of the Capitol Building and the Olympic Mountains.
- **LACEY:** An urban oasis surrounded by outdoor paradise. With lakes, parks, golf courses, and a vast nature preserve in proximity to the state capital and Joint Base Lewis-McChord, Lacey finds a balance between outdoors attractions and the amenities

of a city with a young and active workforce, and the student body at St. Martin's University and South Puget Sound Community College.

- **TRIBAL COMMUNITIES:** The Nisqually Indian Tribe and the Confederated Tribes of the Chehalis reservation lands are located in proximity to the byway—Nisqually Indian Tribe to the north and the Chehalis Confederated Tribes to the south. The Nisqually Indian Tribe is one of the largest employers in Thurston County, providing healthcare and other services, environmental stewardship, and operation of the Nisqually Red Wind Casino. The Chehalis Confederated Tribes operate the Lucky Eagle Casino and Eagles Landing Hotel and recently have built new community and wellness centers. The Squaxin Island Tribe also has a deep history in the area, and the their tribal headquarters of Kamilche is located just outside of Thurston County, to the northwest.



Pumpkin Patch at Ashley Creek Farm

Experience Olympia & Beyond

Experience Olympia & Beyond is the official destination marketing organization for Thurston County and each of its communities. On March 18th, 2014, the Thurston County Board of Commissioners officially designated the Thurston Bountiful Byway. The route was developed in cooperation with community partners including local farmers and business owners, Experience Olympia & Beyond, Thurston County WSU Extension, the Thurston Regional Planning Council, and other organizations.

Experience Olympia & Beyond is the main organization responsible for developing and marketing the Thurston Bountiful Byway. This Corridor Management Plan (CMP) will help to guide and facilitate future efforts for the byway.

Purpose and Content of the Corridor Management Plan

The Federal Highway Administration (FHWA) and Washington State Department of Transportation (WSDOT) have developed specific guidelines for the development of corridor management plans for scenic byways. According to these guidelines, management plans should highlight the extraordinary “intrinsic qualities” of the byway, including special places and unique experiences that are beyond the norm. Written and developed with extensive involvement of communities along the byway, scenic byway plans should outline how to protect and enhance these intrinsic

qualities (special places and unique experiences) through actions, practices, and strategies contained in the plan. The plan should also articulate the vision for the scenic byway and represent a long-term commitment to its stewardship.

Scenic byway management plans do not typically hold any regulatory authority. Rather, they are developed to inspire and organize grass-roots efforts related to coordination, communication, and implementation activities, engaging a diversity of interests and communities along the route. Additionally, a corridor management plan should be a “living document” that is intended to be periodically reviewed and revised as new information becomes available.

FHWA and WSDOT require that corridor



Billy Frank Jr. Nisqually National Wildlife Refuge

management plans include the fourteen elements listed below, at a minimum, and if All-American Road designation will be pursued, the plan must address three additional elements, also listed.





Black River Blues Blueberry Farm
Rochester, WA

- A map identifying boundaries, locations of intrinsic qualities, and land uses
 - A description and assessment of the corridor's intrinsic qualities
 - Strategies for maintaining and enhancing intrinsic qualities
 - A list of all agencies, group, and individual responsibilities in implementation of the corridor management plan and a description of review mechanisms (implementation strategy/action plan)
 - Strategies for enhancing existing development and accommodating new development while enhancing intrinsic qualities
 - A plan to assure ongoing public participation in implementation of the plan and management objectives
 - A general review of the roadway safety and identification of correctable faults
 - Discussion of design standards for proposed modifications of the road
 - Information about services and facilities to accommodate visitors and a plan to accommodate commerce while maintaining safety along the byway
 - Documentation that shows intrusions on visitor experience have been minimized
 - Recommendations for signing and wayfinding to ensure that the number and placement of signs will support the visitor experience
 - Demonstration of compliance with existing local, state, and federal laws for the control of outdoor advertising
 - Recommendations for interpretation of the byway's resources and for telling the byway's story
 - Marketing and promotional strategies (description of how the byway will be positioned for marketing)
- The following three additional elements must be addressed for All-American Road/National Scenic Byway designation:
- A narrative describing how the All-American Road will be promoted, interpreted, and marketed in order to attract travelers, especially those from other countries; the agencies responsible for these activities should be identified
 - A plan to encourage the accommodation of increased tourism and demonstration that roadway, lodging, dining, roadside rest areas, and other tourist necessities will be adequate for the number of visitors induced by All-American Road designation
 - A plan for addressing multi-lingual information needs



Photographers at Billy Frank Jr. Nisqually National Wildlife Refuge

Benefits of a Scenic Byway Designation and Overview of Application Process

National Scenic Byways Program Background and Purpose

The National Scenic Byways Program (NSBP) is a grassroots collaborative effort established to help states recognize and enhance selected scenic routes. Throughout the history of the program, the NSBP has provided funding for over 2,670 state and nationally designated byway projects in 52 States and territories.



Lael's Moon Garden Nursery in Rochester, WA

Collectively these routes are now known and marketed as *America's Byways®*.

The NSBP is part of the US Department of Transportation, Federal Highway Administration. Established in *Title 23, Section 162 of the United States Code* under the Intermodal Surface Transportation Efficiency Act of 1991, the NSBP was reauthorized and expanded significantly in 1998 under TEA-21 and again under SAFETEA-LU in 2005.

The Federal Highway Administration's May 18, 1995 interim policy (*PDF, Text*) provides the criteria for the National Scenic Byways Program. This policy sets forth the procedures for the designation by the US Secretary of Transportation of certain roads as National Scenic Byways

or All-American Roads based on their unique qualities. The program recognizes roads based on their outstanding scenic, natural, historic, cultural, archaeological, and recreational qualities with a vision "to create a distinctive collection of American roads, their stories, and treasured places."

In July 2012, the transportation bill, Moving Ahead for Progress in the 21st Century (MAP-21) was enacted to sustain the Highway Trust Fund and provide states and communities with two years of steady funding to build needed roads, bridges, and transit systems. The NSBP was NOT eliminated by this legislation (a common point of confusion), and the national designation program still exists within the FHWA, but direct funding or grant program funds were not available for the following ten years as a result of the legislation.

In March of this year (2022), FHWA announced that states and federally recognized Tribes could apply for \$22 million in grants through the NSBP. The program funds improvements, such as byway facilities, safety improvements, and interpretive information, along roads in the United States that merit recognition for their outstanding scenic, historic, cultural, natural recreational and archeological qualities. "These grants enhance travel along some of the most

beloved routes in the nation,” said Deputy Federal Highway Administrator Stephanie Pollack. “Scenic roads are America’s connections to the great outdoors and help support businesses large and small in regions across the country.”

States and federally recognized tribes were invited to apply for grants to implement eligible projects on highways designated as National Scenic Byways, All-American Roads, America’s Byways®, state scenic byways, or Indian Tribe scenic byways; and plan, design, and develop a state or Indian Tribe scenic byway program. In calling for applications for discretionary grant funding under the NSBP integrates the current Administration’s priorities, which include safety, equity and accessibility, economic strength, and climate and sustainability.

In February 2021, FHWA announced 49 new designations to the America’s Byways® collection, including 15 All-American Roads and 34 National Scenic Byways in 28 states. This increased the total number of America’s Byways® to 184 in 48 states. To date, FHWA has awarded more than \$505 million in NSBP grants, and there is the potential that additional funding programs may become available in the future.

The National Scenic Byways Foundation,

a 501 (c) 3 non-profit organization originally formed in 2003, is bringing forward a renewed effort to be an active voice in the national byway community. The Foundation has assumed responsibility for several of the previous initiatives of the America’s Byways® Resource Center, which has been closed due to federal funding limitations. The Foundation’s Board of Directors will be working closely with the Federal Highway Administration to ensure that a strong voice for the byway community continues to be conveyed to legislators, national partners, and byway stakeholders. For more information about the Foundation, visit: www.nsbfoundation.com

National Designation and Related Benefits

National scenic byways provide an opportunity to commemorate nationally significant natural and cultural resources and to honor our nation’s history. Travelers can enjoy the unique features of a byway, and their enjoyment contributes to local economies through increased tourism revenues. National scenic byways are showcased on national websites and are frequently highlighted in the media. They are recognized on maps and in brochures and with special signs along the byway route. Designating scenic



*Farmers Market
Tenino, WA*

byways is a way to honor and enhance America's beauty and heritage for future generations to enjoy.

There are two levels of national designation: All-American Road (the highest tier of scenic byways in the nation) and National Scenic Byway. To receive the official designation as an All-American Road or National Scenic Byway, a route must be a state-designated scenic route, possess intrinsic qualities that are nationally significant, and have a completed corridor management plan. The plan must document that the byway can safely accommodate two-wheel drive automobiles with standard clearances and conventional tour buses, as well as bicycle and pedestrian travel where feasible. Before the byway is nominated, the plan should show that visitor facilities are available for travelers. The plan should also describe how the byway provides continuity with minimal intrusions on the visitor experience and that there are organizational mechanisms in place to identify and enhance intrinsic qualities and implement projects and actions. Corridor management plans must address seventeen key elements (fourteen basic elements and an additional three elements required for All-American Road National Scenic Byway designation), as described previously in this chapter.

Washington State Byway Designation

In Washington, state-level byways are most frequently designated by the State Department of Transportation (DOT), but can also be designated by federal agencies (at the state level) such as the US Forest Service, NPS, BLM, USACE, US Fish & Wildlife, as well as by tribal organizations. Revised Code of Washington (RCW) 47.39.069 provides for the designation of new state byways, and states that the following factors must be taken into consideration:

- (a) Scenic quality of the byway;
- (b) Natural aspects, such as geological formations, water bodies, vegetation, and wildlife;
- (c) Historic elements;
- (d) Cultural features such as the arts, crafts, music, customs, or traditions of a distinct group of people;
- (e) Archaeological features;
- (f) Recreational activities;
- (g) Roadway safety including accommodations for bicycle and pedestrian travel, tour buses, and automobiles;
- (h) Scenic byway and local and regional byway management plans; and
- (i) Local public involvement and support for the byway.



Gate City Schoolhouse, Rochester, WA

Per RCW 47.39.069, the designation must not impose nor require regulation of privately owned lands or property rights. Furthermore, any person may nominate a roadway, path, or trail for inclusion in the scenic byway program.

WSDOT is responsible for assessing nominations in accordance with the criteria listed above, and shall submit its recommendations for scenic byway and heritage tour route designations to the Commission for its approval and official designation of the roadway, path, or trail as a scenic byway or a heritage tour route. All decisions made by the Commission relating to scenic byway and heritage tour route designations are final.

Demonstration of Intrinsic Qualities and Nomination Process

National Scenic Byway designation is contingent upon demonstration that the byway possesses at least one category of the six intrinsic qualities categories recognized by the Federal Highway Administration: natural, archaeological, historic, cultural, recreational, and scenic. For All-American Road designation, the byway must possess intrinsic qualities within at least two of these categories. As shown in the intrinsic quality inventory in Chapter 3, the Thurston Bountiful Byway has intrinsic qualities in all six categories. Additionally, the byway has an outstanding agricultural identity and numerous intrinsic qualities related to agritourism and rural character.

Nominations for national designation may originate from any local or private group, government organization, or individual. This includes Native American tribal governments. Nominations to the National Scenic Byways Program of byways on public lands may originate from the US Forest Service, National Park Service, Bureau of Land Management, or the Bureau of Indian Affairs. Nominations must be submitted to the FHWA by either a state, Native American tribe, or federal

lands management agency. A two-step process may be used for nominations through state agencies:

- **STEP 1**—Local sponsors submit the necessary documentation to their state scenic byways program.
- **STEP 2**—The remainder of the nomination package is then submitted to the National Scenic Byways Program once the state has determined that the byway is appropriate for nomination.

Applicants are encouraged to work closely with state byway coordinators and to engage any applicable federal land management agencies in the nomination process.

Designations of National Scenic Byways and All-American Roads shall be made by the US Secretary of Transportation after consultation with the Departments of the Interior, Agriculture, and Commerce, as appropriate. A panel of experts, designated by the Federal Highway Administration and reflecting a cross-section of scenic byway community interests may assist in review of the nominations.



*Brewery Park at Tumwater Falls
Tumwater, WA*



CHAPTER 2

PROCESS, VISION + MISSION



Planning Process and Public Engagement

This corridor management plan was developed over a 12 - month process that provided opportunities for engagement of advisor group members, communities, and the members of the public. Three advisory group workshops were held in the winter, spring, and fall of 2022 to present the project to the advisory group for guidance. A traveling workshop series was held August 9 - 11, 2022 to gather feedback from communities along the byway and members of the public. Input was collected on the byway's vision and mission, intrinsic qualities, needed improvements, and potential action plan items. Additionally, an interactive online mapping tool was shared with the public to document top byway destinations, areas for improvements, and other input during August and September 2022. This tool allowed a greater amount of feedback to be collected from those that could not attend in - person meetings. The full

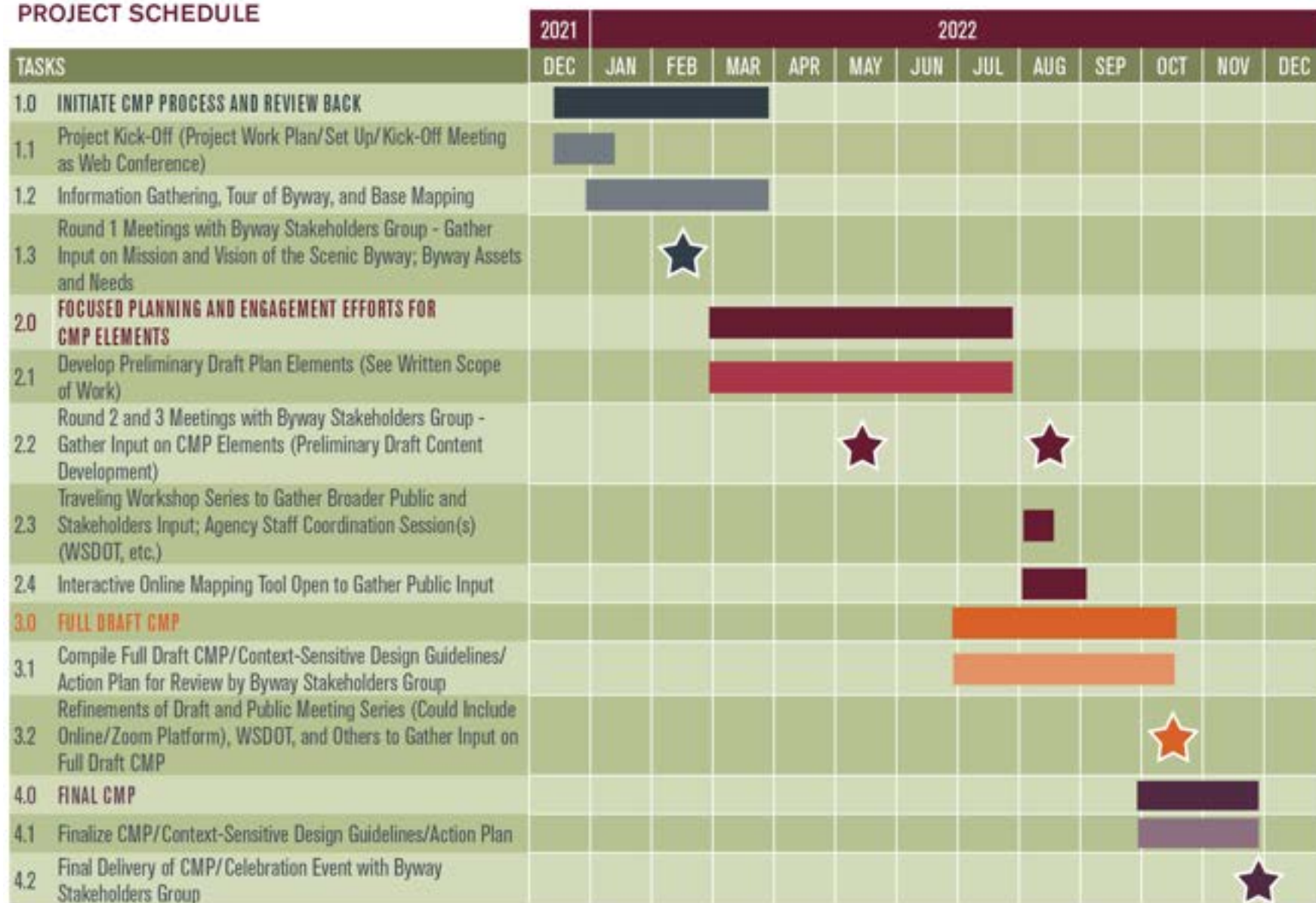
draft plan was reviewed by the Thurston Bountiful Byway advisory group and was made available for public review prior to being finalized.



Public workshops held in Tumwater (above) and Rochester (below) during August, 2022



PROJECT SCHEDULE



This planning process chart depicts the schedule for the development of the corridor management plan and public and advisory group engagement.



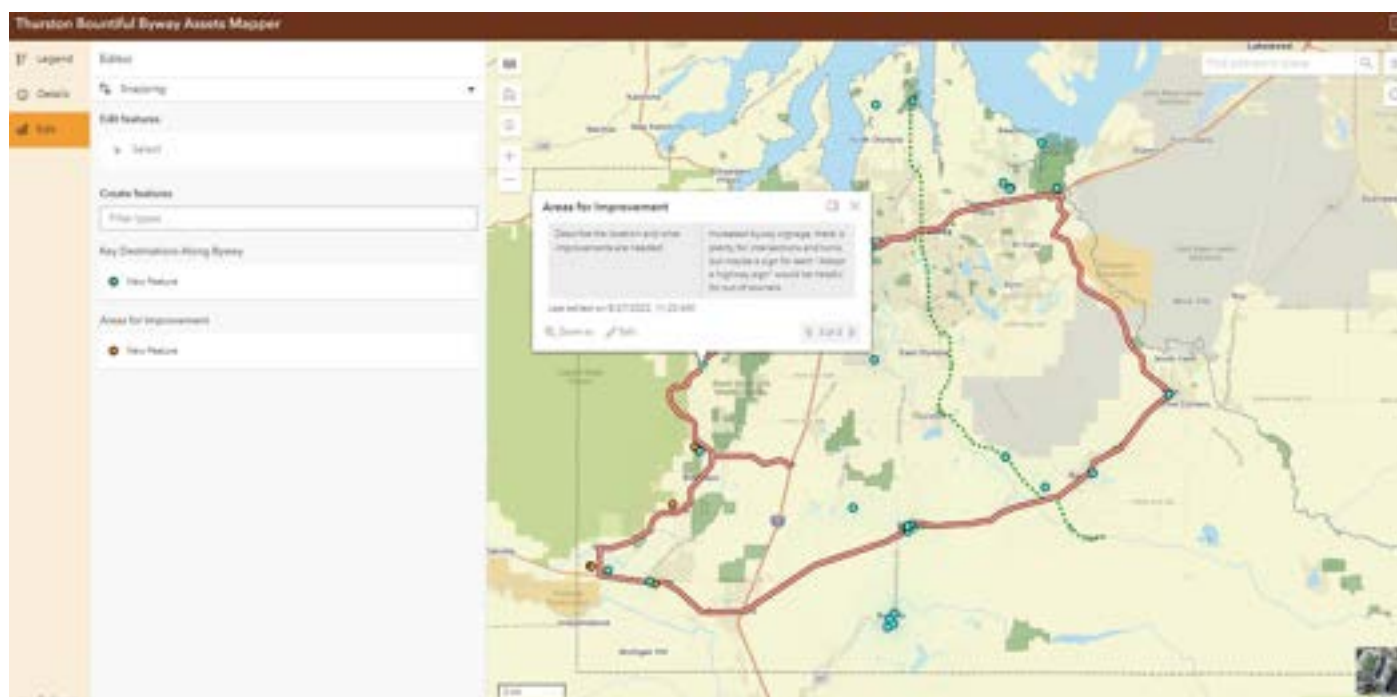
What words would you use to describe the identity of the Thurston Bountiful Byway?



How important are these assets to the Thurston Bountiful Byway?



Above: Feedback from interactive polls used to gather input about the Thurston Bountiful Byway vision, mission, and intrinsic qualities during a workshop session.



Above: Screenshot of an online interactive ArcGIS mapping tool used to gather feedback from the public.

Vision

A vision statement represents the “what” – what a successful byway experience is envisioned to be. The Thurston Bountiful Byway vision statement is as follows:

The Thurston Bountiful Byway showcases and celebrates the rural and scenic character of Thurston County and provides access to the unique experiences the area has to offer. Visitors can experience authentic small towns, rich agricultural traditions, abundant scenery, community arts and culture, and up-close access to nature. Visitors can enjoy agritourism activities and easily navigate the byway through improved signing and wayfinding.

Mission

A strong mission and vision supported by specific values and goals provide a guiding foundation for scenic byways. The Thurston Bountiful Byway’s mission, vision, values, and goals will become the basis for future planning, management, and implementation activities.

A mission statement represents the “how” – how the byway leaders will work together to create a successful scenic byway and implement the corridor management plan.

The mission statement for the Thurston Bountiful Byway was crafted based on input from a byway advisory group and members of the public.

Through programs, projects, and initiatives, The Thurston Bountiful Byway will:

- **Foster a strong sense of stewardship and pride in the byway**
- **Work collaboratively to promote agricultural systems**
- **Improve tourism in local communities**
- **Enhance facilities and opportunities for visitors to experience the Thurston Bountiful Byway**





CHAPTER 3

PAST + PRESENT

HUMAN & NATURAL HISTORY OF THURSTON COUNTY

South Sound Lowland

Situated at the south end of Puget Sound, also known as South Sound, Thurston County is largely an area of rolling lowlands bordered to the north by the coastline and to the south by the Cascade foothills. This region of lowlands is characterized by a mosaic of landscape features including prairies, hills, ridges and troughs, and a drainage network of rivers, streams, lakes, wetlands, and estuaries

This landscape was sculpted by glaciers, massive ice sheets that formed far to the north, advanced southward, and melted northward many times. The Puget Lowlands are mostly made up of gravelly sediments left behind by glaciers that advanced as many as seven times into the Puget Sound area within the last 2 million years.

The Coast Salish people are the first people of this area and have lived on and stewarded the land for untold centuries. Salish groups that had long-established sites in Thurston County are ancestors

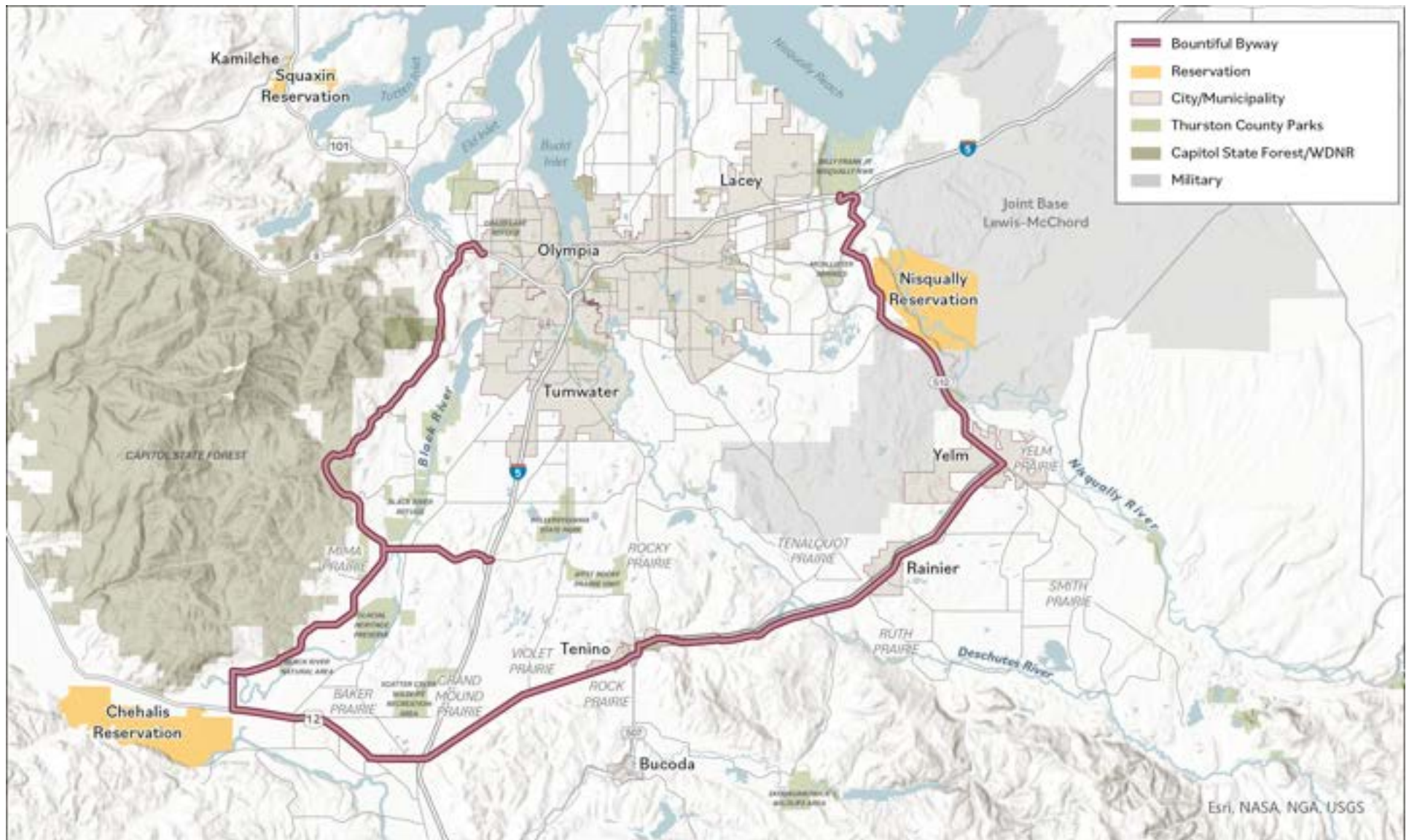
of tribes now known as Squaxin Island, Nisqually, and Confederated Tribes of Chehalis. The oldest site known in Thurston County dates to over 5,000 years ago.

Coast Salish heritage shows a relationship with the landscape at least as old as the glaciers. In the Lushootseed language, Squaxin means “in between,” or “piece of land to cross over to another bay” signifying the location of the village site on the isthmus between Hood Canal and Puget Sound. It is also said to have meant, “split apart.” A legend recounts a force of water entering and creating the bay that inundated the land there.

Other landforms that we still see on the surface today are also tied to the glacial history of the area.



Puget Lowlands - Washington Department of Natural Resources



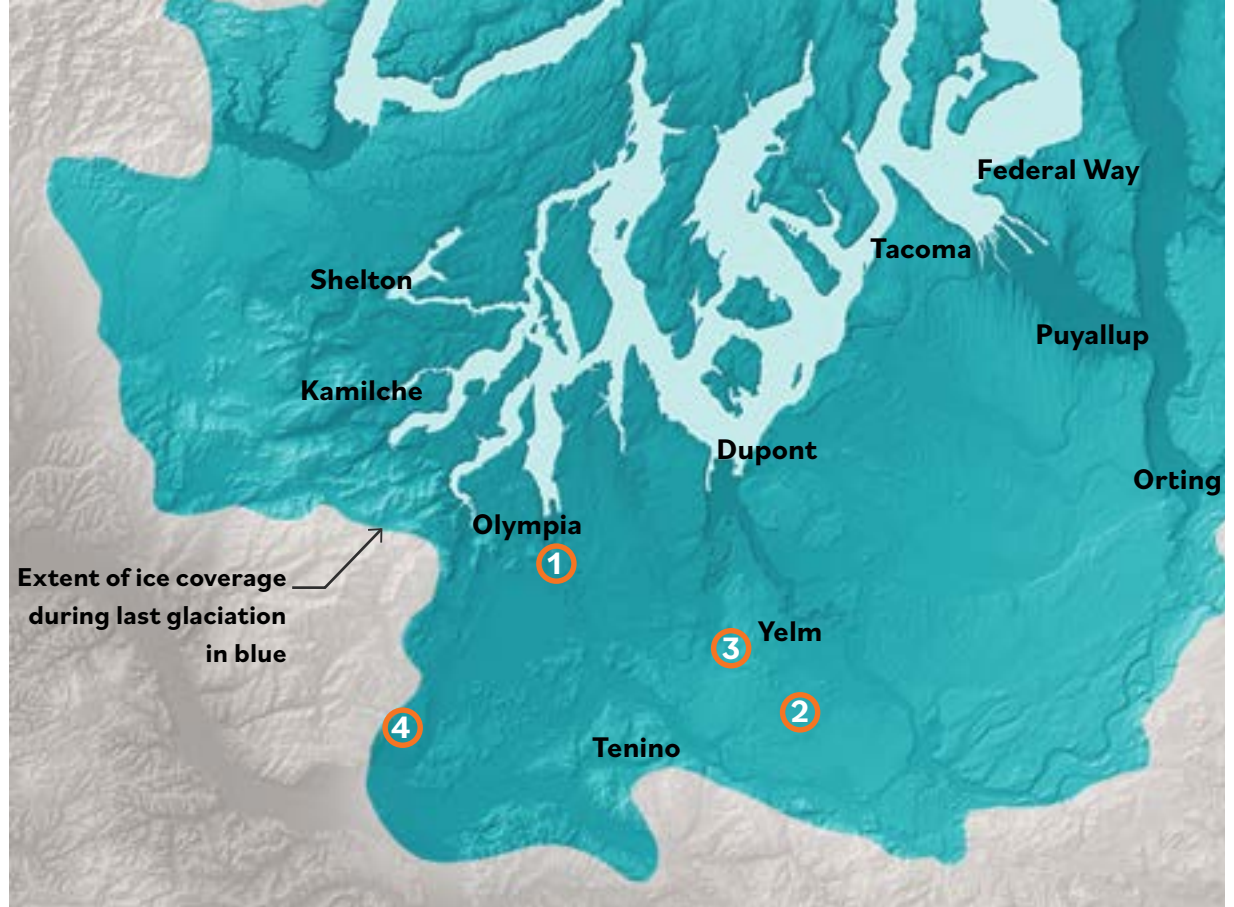
Bountiful Byway - Area Map showing jurisdictions and natural areas

Kettles

Some of the many lakes to see in Thurston County are in fact glacial kettles. Kettles are small depressions that form when a retreating glacier leaves a bit of ice behind which then becomes buried by sediment shed from glacial streams. When the block of ice melts, the ground collapses, forming a kettle, which then sometimes gets filled in with groundwater. The Budd Inlet Kettle Trail is a cluster of kettles where many ice blocks were buried by sediment from the receding glacier.

Kames

Kames are the remnants of sediment that were deposited in depressions on the glacier. These sediments collapse once the ice as melted.



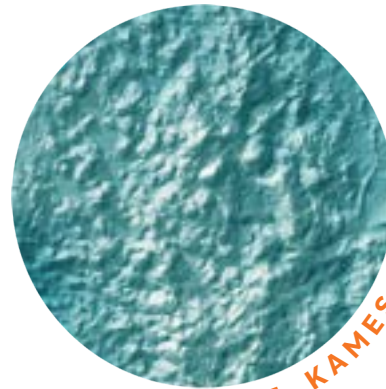
Glacial Landforms of the Puget Lowland - Daniel E. Coe, Washington Department of Natural Resources. Visit WDNR'S The Bare Earth Story Map for more on how lidar in Washington State exposes geology & natural hazards



1. KETTLES



2. ESKERS



3. KAMES



4. MOUNDS

Eskers

Eskers are serpentine landforms often found near the glacier's terminus. They are formed when rivers underneath, on top of, or within a glacier, transport pebble- to cobble-sized gravel that is exposed once the glacier retreats. The resulting ridge of gravel runs roughly parallel to the direction of the ice flow.



Mima Mounds near Littlerock, WA

Mima Mounds

Found in Mima Prairie and in several outwash channels in South Sound, Mima mounds are circular, chest-high dome-shaped mounds found in randomly spaced clusters and are composed of dark gravelly soil. The origin of the mounds has been debated and has not reached a consensus. They appear to be restricted to a single terrace level along the Deschutes River south of Olympia.

The Upper Chehalis Tribe has stories of the Mima Mounds being left behind after a great flood subsided.

The Coast Salish people maintained the abundance of this glacially formed landscape by learning and passing on the skills and knowledge needed. They knew its tides, soils, and seasons. They knew the qualities and uses of the plants and animals and were masters of sustainable harvests. They practiced a very sophisticated form of stewardship, which supported a rich, satisfying way of life.

The next change to hit the lowlands, perhaps as dramatically as a glacier, was the increase in population from European-American colonization.

The council for the Medicine Creek Treaty of 1854 took place near the Nisqually River delta, along šxʷnanəm (shwh-nah-num), known as Medicine

Creek by white settlers, and today also known as McAllister Creek. The treaty called for the Salish people to cede their rights to 2.5 million acres of Western Washington tribal lands in exchange for the guarantee of reservation lands and hunting and fishing rights. Tribes listed on the treaty are Nisqually, Puyallup, Steilacoom, and six of the seven Squaxin bands: S'Hotl-Ma-Mamish, Squaksin, Sa-Heh-Wa-Mish, T'Peeksin, Squi'Aitl, and Steh-Chass. The treaty was negotiated in Chinook Jargon and signed, and in some cases allegedly signed, by a select few representatives from different groups. Once the tribes became fully aware of the treaty terms, coupled with the increasing non-native settlement, conflict broke out and the tribes fought to secure a more suitable land base in the Treaty Wars between 1855-1856.

The natural resources and geologic history of the lowlands in South Sound have contributed to shaping the history of Thurston County. The beautiful and productive landscapes of the **Marine Shoreline**, **Prairies**, and **River Basins** have experienced major shifts over the centuries from historic stewardship to dramatic population and industry increase and, more recently, to a resurgence of stewardship and conservation.

Marine Shoreline

The glaciers carved out the deep estuary that is Puget Sound, now fed by tidal water that floods in twice a day carrying nutrients, sediments, and plankton more than a hundred miles down the waterway to Olympia. The Sound is impressively productive and diverse. The nearshore environment, where salt water and freshwater meet, provides habitat for over 200 fish species, 100 species of sea birds, 13 marine mammals and thousands of species of invertebrates. Thurston County has over 90 miles of Puget Sound coastline.

The inlets at the southern point of the Sound (around present-day Olympia) and the Deschutes River estuary were part of regional indigenous trade networks, and this area was a point of connection between waterways extending south and west, and trail systems extending east of the Cascades. There were villages and gathering places here used by many Coast Salish tribes including the Nisqually, Squaxin, Chehalis, Puyallup, Squamish, and Duwamish. Tribes gathered here for winter residence, fishing, ceremonies, feasts, and potlatches.



Nearshore wetlands at the Billy Frank Jr. Nisqually National Wildlife Refuge - Nate Burgher

Squaxin Island Tribe - People of the Water

The seven bands that now make up the Squaxin Island Tribe once lived in the seven inlets of the south sound. The st'ǎč'as (steh-chass) people lived in the inlet now known as Budd Inlet and what is present-day Olympia. After settler colonization, the native name for the inlet changed to st'ǎč'as, after the people that were displaced.

There was a small village at st'ǎč'as, called bəščətxʷəd (bus-chut-wud), "frequented by black bears". There was also a permanent village at the base of Tumwater falls, shown on a map from the mid-1800's as spəkʷal, "waterfall".



Inlet territories - Squaxin Island Tribe - Visit the Squaxin Island Tribe's Sea Level Rise Story Map for more information on the tribe and their history.

The people had a strong cultural relationship with the shores and waters that sustained them. They fished and gathered seafood such as salmon, clams, mussels, moon snails, crabs, oysters, cockles, and barnacles.

The nearshore nexus of trade and travel also influenced the concentration of the early European and American settlements. In April 1833, the British-owned Hudson's Bay Company explored the area, using established indigenous trails, and built a trading post called Fort Nisqually. This was the first European settlement on Puget Sound near Sequelitchew Creek on the Nisqually River delta in what is now Pierce County. This nearby settlement would lead the way for the first American settlement in what would become the state of Washington and Thurston County. In 1841, the first American settlers built homes and mills adjacent to the Coast Salish village site at Tumwater Falls, near the Deschutes River delta.

After the Medicine Creek Treaty and subsequent wars, the Squaxin people were forced to a reservation on Squaxin Island. Gradually, people began to leave the island to take up permanent residence near their original homes. Today, there are no year-round residents on Squaxin Island, and the Tribe's reservation is at Kamilche, a thriving tribal-based

community at the head of Little Skookum Inlet of Totten Inlet, northwest of Olympia.

American settlers and immigrants continued to increase development along the highly valued coastline. Settlers took over the same bounties of ocean fishing and aquaculture that had been sustaining the Coast Salish for centuries. The ever-increasing settler development and their different relationship to landscape and resources as industry would lead to a major changes to the nearshore ecosystem.

Post-settlement industries along the coastline contributed to the character that you see and think of for the South Sound today - the much-

loved Olympia oysters, iconic salmon and historic canneries, the ferries crossing the Sound, historic waterfront building with gigantic old-growth wood beams. Although, as those industries grew, overfishing and harvesting of native species such as oysters, salmon, herring, and rockfish led to depleted populations. Unregulated early development and industry also led to pollution and loss of shoreline habitat that has limited the ability of some species to recover population numbers. The passing of environmental regulations that came later slowed the negative impacts.



Early oyster farming in Thurston County - Washington State Historical Society



Olympia Waterfront - Nate Burgher

Today, there is a reemergence of land stewardship as a priority and an effort by many to, once again, redefine the relationship between landscape and industry and development. All levels of government participate in some form of management plan that targets the estuaries and tidelands for protecting and restoring habitat and resources.

An important factor in this latest shift is the reemergence of the Coast Salish culture as a visible, tangible presence in places they were previously removed, through land stewardship, community, and art.

Many tribes participate in Tribal Canoe Journeys to strengthen tribal unity, history and healing. The Squaxin Island Tribe continues stewardship of and advocacy for the Deschutes River estuary (now Capitol Lake created by the 5th Avenue Dam in 1951) and restoration of tidelands and native oysters. Priest Point Park in Olympia, where Coast Salish design and art can be seen in the facilities, was renamed Squaxin Park in recognition of their territory and ancestral use of the land.

South Puget Sound Prairie

The gravelly outwash of the glaciers became the well-drained, dry soils of the westside prairie ecosystem that was once common in the South Sound. These prairies were rolling landscapes of knee-high grasses and wildflowers and spacious groves of gnarled oaks.

Long before American settlers, the Coast Salish had a tradition of land stewardship in the prairies.

The Confederated Tribes of the Chehalis Reservation - People of the Sands

Historically, two large groups of salish-speaking people lived along the Chehalis River, from the foothills of the Cascades to the Pacific Ocean, the Upper and Lower Chehalis. The Upper Chehalis territory has been described as a land of plenty. Mary Heck, a 92-year old Upper Chehalis elder recalled in 1927 how the Prairies had “abounded with all kinds of roots they used for food...and medicinal purposes.” There were so many strawberries, she said “you could smell it from a distance.” They ate wild rhubarb, carrots, spinach, crabapples, blueberries, wild currants, and three kinds of camas. The Upper Chehalis people maintained the abundance of the prairies, learning

and passing on the knowledge and skills from generation to generation. They set frequent, low-intensity fires (prescribed burns) that maintained the prairie edge, cultivated the growth of food crops, fibers, and medicinal plants. It also preserved the grasslands for animals such as herds of elk, deer, birds, butterflies, lizards, and bees - an entire community of prairie species.

The Chehalis people never signed a treaty with the United States but were still forced off their lands by settler claims. The Chehalis reservation was established by executive order in 1864.

dx^wsq^wali? abš - People of the River, People of the Grass

NISQUALLY INDIAN TRIBE

The Nisqually people once lived along the beaches of Puget Sound, on nearby prairies, and in the Nisqually River Basin, extending to Mount Rainier. Their name comes from “squalli,” the grasses that grew in the lowland prairies, and they were the “Squalli-absch”, “people of the grass country and the river.” They were traditionally more concentrated in the lower basin where several permanent houses were located. During the spring and summer months they ranged widely for food gathering and processing. The Nisqually have always been a

fishing people, with a close relationship to the river basin and the salmon runs.

At the same time euro-american settlers moved into the lands along the coastline, they also claimed acres of prairie and fertile bottomland to start farms of their own. The Hudson’s Bay Company established several large farming areas including area near Hawk’s (Tyrell’s) Prairie and at Tenalquot. Other members of the first American party that settled at Tumwater settled within the prairies surrounding the falls. Many incoming settlers followed suit and took claims on the natural prairies and riverine areas.

Today, only 3% of the prairies remain. Large areas of prairie have been converted to farmland and development. Much of the prairies that remain are degraded and this habitat is one of the State’s highest conservation priorities. As with the shorelines, many groups are strengthening their commitments to protecting and restoring the prairies. Both the Chehalis and Nisqually continue stewardship in the prairies and along the rivers. The Chehalis Tribe has recently performed prescribed burns on reservation land to restore prairie habitat. Tribal members go through training and certification to safely bring important cultural connections and resources back to their tribe.



South Sound Prairie - Rod Gilbert

There are many groups, from community to government, that participate in conservation and restoration efforts. This increasingly includes farmers, ranchers, and other landowners that want to explore how “working lands” can not only co-exist, but support each other.

The South Sound prairies are a unique ecosystem with geology and topography that create specific site characteristics that some wildlife can use as refuge or microclimates. The South Sound prairies support species that have been genetically isolated for so long that unique forms have evolved as sub-species, some of which are only found in Thurston County.

Mazama Pocket Gopher

Pocket gophers are the only truly subterranean rodents in North America and are rarely observed above-ground, spending most of their time within their system of burrows. Pocket gophers are ecologically important as prey items and in influencing soils and plant species diversity, and their burrows are a retreat for amphibians, reptiles, and many invertebrates.



Mazama Pocket Gopher - Rod Gilbert

Taylor's Checkerspot

Taylor's Checkerspot is a Pacific Northwest endemic butterfly that relies on prairie habitat. Harsh paintbrush is one of various host plants important to Taylor's Checkerspot. Today, the butterfly is restricted to 11 known populations: eight in Washington, one in British Columbia, and two in Oregon.



Taylor's Checkerspot - Rod Gilbert

Streaked Horned Lark

The Streaked Horned Lark is a coastal subspecies only found in southwest Washington and western Oregon. Streaked horned larks forage on the ground in bare fields or among short vegetation. They also build their nests on the ground. The “horns” for which the species is named are tiny, black feather tufts on the sides of the head in adult males.



Streaked Horned Lark - Rod Gilbert

INTRINSIC QUALITIES: SPECIAL PLACES & UNIQUE EXPERIENCES



What Are Intrinsic Qualities?

Intrinsic qualities are extraordinary, memory-building places and experiences that are unique to each particular byway. Intrinsic qualities are the important attributes of a byway—the things that make it special and the features and places that attract people. Intrinsic qualities often become the focus of some combination of enhancement and/or promotion in a corridor management plan.

Intrinsic qualities are not just the things to see and do along a byway, but rather the distinctive features that create an overall sense of a byway's unique character and history, as well as the cultural aspects of the communities along the byway. These are the qualities that "tell the story" of a byway. The National Scenic Byways Program defines intrinsic qualities as the "features that are considered representative, unique,

irreplaceable, or distinctly characteristic of an area." The categories of intrinsic qualities recognized by the federal and state byway programs include: Cultural/Agricultural, Historic, Recreational, Scenic, Natural, and Archaeological. These are described in detail below and on the following pages.

The Federal Highway Administration's (FHWA) National Scenic Byways Program (NSBP/"America's Byways®") requires that a byway's intrinsic qualities be identified, inventoried, and described in an "assessment of intrinsic qualities." Accordingly, this chapter of the Thurston Bountiful Byway plan lists, maps, and categorizes the byway's intrinsic qualities.



Tenino Stone Carvers in Tenino, WA

CULTURAL AND AGRICULTURAL

A cultural quality includes the evidence and expressions of the customs or traditions of a distinct group of people. Cultural features include, but are not limited to, agricultural activities, crafts, music, dance, rituals, festivals, speech, culinary offerings, vernacular architecture, and special events that are currently practiced. The cultural qualities of the byway may highlight one or more significant communities and/or ethnic traditions. Due to the density of Thurston Bountiful Byway's unique assets and experiences related to agriculture, agritourism such as roadside farm stands, farm to table opportunities, sourcing of local goods and food production, the "Cultural" category, inclusive of "Agriculture" is one of the most predominant intrinsic qualities categories of the byway.



HISTORIC

A historic quality encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or human-made. These qualities are of such historic significance that they educate the viewer and inspire an appreciation for the past. Historic elements reflect the actions of people and may include buildings, settlement patterns, and other examples of human activity. Historic features can be inventoried, mapped, and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling, and association.



Brewery Park in Tumwater, WA

RECREATIONAL

A recreational quality involves outdoor recreational activities that may be directly associated with and dependent upon other qualities of the byway. Recreational activities provide opportunities for active and passive experiences, including, but not limited to, wildlife watching, hiking, walking, biking, climbing, camping, water sports, boating, fishing, skiing, snowboarding, snowshoeing, snowmobiling, and much more. Activities related to agritourism, culinary tourism, voluntourism, and ecotourism also fit into the recreational category. Recreational experiences may be seasonal but the quality and importance of the experience as part of a seasonal activity must be well recognized.

SCENIC

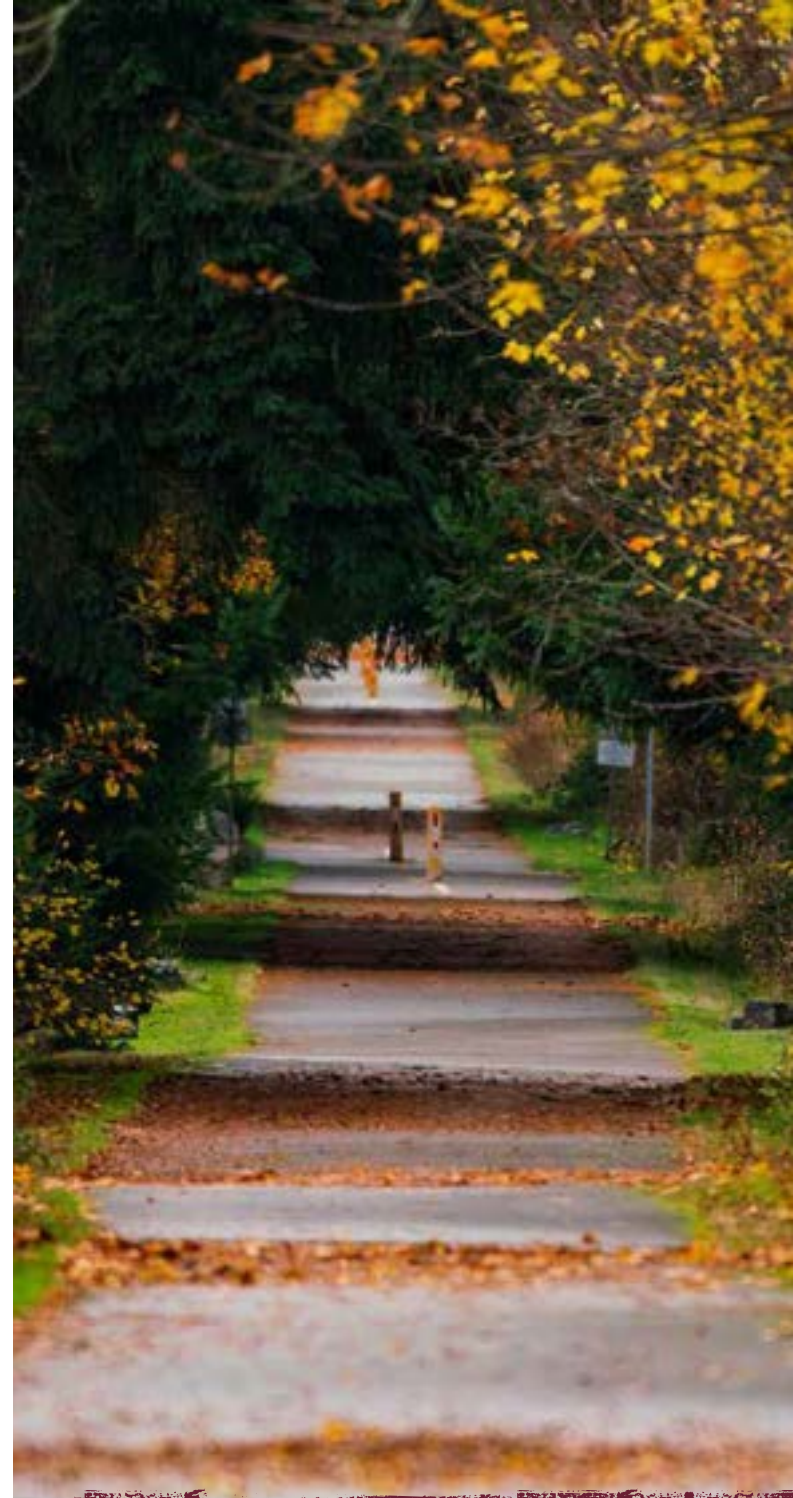
A scenic quality is the heightened visual experience derived from the view of natural and human-influenced or built elements of the visual environment. These are the characteristics of the landscape that are strikingly distinct and offer a pleasing and memorable experience. All elements of the landscape—natural landforms, water, vegetation, and even architectural features and development—contribute to the quality of the byway’s visual environment. For a scenic quality to exist, everything present must be in harmony and contribute to a positive visual experience.

NATURAL

A natural quality applies to those features of the visual environment that are in a relatively undisturbed state. These features predate the arrival of human population and may include geologic formations, fossils, landforms, water bodies, vegetation, and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances.

ARCHAEOLOGICAL

An archaeological quality involves characteristics of prehistoric or historic human life or activity that are visible and capable of being inventoried and interpreted. The byway’s archaeological aspects, as identified through artifacts, middens, structural remains, and traditional use areas, have cultural and scientific significance. Visitors have opportunities to learn about and appreciate prehistory and history through interpretation about these resources and areas. Interpretation is important, but protection of archaeological qualities is the highest priority. Byway visitors can help by avoiding any disturbance to these sensitive sites and other areas of cultural significance.



Eligibility for State or National Scenic Byway Designation

Official designation as a National Scenic Byway requires that a byway possess intrinsic qualities within **one or more** of the six categories: Cultural/Agricultural, Historic, Recreational, Scenic, Natural, and Archaeological. An All-American Road, the highest level of National Scenic Byways in the United States, must possess intrinsic qualities within **two or more** categories.

As documented by this plan, the Thurston Bountiful byway has an extensive list of intrinsic qualities that cover all six categories. Though no plan is currently in place, this Corridor Management Plan inventories and describes all the categories of intrinsic qualities relevant to the byway in case there is interest in applying for the State or National Scenic Byway, or All-American Road designation in the future.

Pursuant to Washington State designation, the Revised Code of Washington (RCW) section on standards, 49.37.010, recognizes that corridors within the scenic and recreational highway system that showcase the state's historic agricultural areas and promote

the maintenance and enhancement of agricultural areas may be designated as agricultural scenic corridors. Thurston Bountiful Byway may pursue this designation given the rich presence of agricultural and agritourism experiences and assets along and in proximity to the byway. A precedent for this in Washington is the designated agricultural scenic corridor along Interstate and State Route 5, beginning at the junction with Starbird Road in Snohomish County and extending northerly to the junction with Bow Hill Road in Skagit County, with appropriate signage identifying the agricultural scenic corridor through signage.

Intrinsic Qualities of the Thurston Bountiful Byway

The extraordinary places and unique experiences of the Thurston Bountiful Byway are listed and mapped on the following pages. It is important to note that this description focuses on the most special places that are highly sought-after as visitor destinations and known for their outstanding qualities. Additionally, this plan emphasizes places and experiences that contribute to Thurston County's and the Thurston Bountiful Byway's unique cultural and agricultural identity. It should

be noted that there are more places and destinations around the byway than those highlighted on the following pages. In particular, there are a wide variety of visitor services, accommodations, information centers, and other places that serve visitor needs. While this chapter of the plan focuses on inventorying and describing the most interesting and unique places and experiences of the byway, information about various visitor and tourism accommodations and services can be found at <https://www.experienceolympia.com/>.

The matrix of intrinsic qualities in this chapter of the plan correlates the relationship of these unique places and characteristics to the six categories of intrinsic qualities recognized by the FHWA (Cultural/Agricultural, Historic, Scenic, Recreational, Natural, and Archaeological).

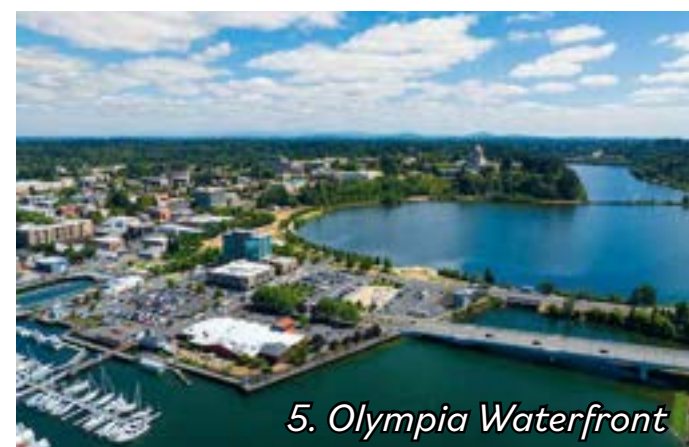
Map of Intrinsic Qualities of the Thurston Bountiful Byway



SPECIAL PLACES/ INTRINSIC QUALITIES		AGRICULTURAL	SCENIC	ARCHAEOLOGICAL	CULTURAL	HISTORIC	NATURAL	RECREATIONAL
1	OLYMPIA FARMERS MARKET Marketplace for over 100 local vendors.	✓			✓			
2	BIGELOW HOUSE MUSEUM History museum in the oldest residence in Olympia.					✓		
3	OLYMPIA CRAFT BREWERIES, DISTILLERIES, AND CIDERIES				✓			✓
4	CITY OF OLYMPIA MURALS Walking tour of over 70 murals in downtown Olympia.				✓			✓
5	OLYMPIA WATERFRONT Downtown waterfront along historic buildings, local businesses, and public art.		✓		✓	✓		✓
6	WASHINGTON STATE CAPITOL BUILDING AND CAMPUS State Capitol Building with scenic grounds, parks, and walking trails.				✓	✓		
7	HISTORIC OLYMPIA HOMES AND BED AND BREAKFASTS Swantown Inn and Spa and the Marie Bed & Breakfast feature historic Queen Anne architecture.				✓	✓		
8	TUMWATER HISTORICAL PARK Park around historic Crosby House with river access, views of the historic brewery, hiking trails, play areas, and events spaces.		✓		✓	✓	✓	✓

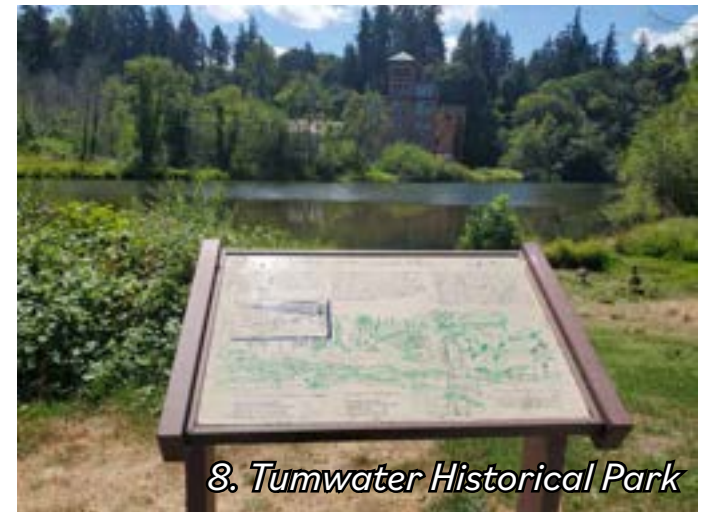


1. Olympia Farmers Market



5. Olympia Waterfront

SPECIAL PLACES/ INTRINSIC QUALITIES		AGRICULTURAL	SCENIC	ARCHAEOLOGICAL	CULTURAL	HISTORIC	NATURAL	RECREATIONAL
9	SCHMIDT HOUSE History 1904 house with picturesque grounds built for early brewery owner Leopold Schmidt.		✓		✓	✓		✓
10	BREWERY PARK AT TUMWATER FALLS Considered the heart of Tumwater, this riverside park has walking trails, historic interpretation, native plantings, and an annual salmon run.	✓	✓		✓	✓	✓	✓
11	TUMWATER CRAFT DISTRICT Destination for local craft producers, educators, and retailers. Partnership between South Puget Sound Community College, the Thurston Economic Development Council, and the City of Tumwater. Will feature an amphitheater and trail access. Proposed tenants include: <i>Heritage Distilling Company, South Puget Sound Brewing and Distilling Program, Left Bank Pastry, Taco's and Taps Mexican Restaurant, Finn River Cidery, Percival Creek Brewing, Distilling, and Cidermaking, Olympia Seafood, Ember Goods Coffee Roasting.</i>	✓	✓		✓			✓
12	TUMWATER BREWERIES, DISTILLERIES, AND WINERIES	✓			✓			✓
13	TUMWATER FARMERS MARKET Local farmers, processors, food vendors, artisans, music, and special events.	✓			✓			✓



SPECIAL PLACES/ INTRINSIC QUALITIES		AGRICULTURAL	SCENIC	ARCHAEOLOGICAL	CULTURAL	HISTORIC	NATURAL	RECREATIONAL
14	BUSH PRAIRIE FARM CSA farm located on historic George Bush homestead. Hosts archaeological digs by Evergreen State College.	✓		✓	✓	✓	✓	
15	OREGON TRAIL MARKERS Placed between 1906 and 1916 to commemorate Oregon Trail Route in Thurston County. Markers in Tumwater, Bush Prairie, Olympia, and Tenino.				✓	✓		
16	LATTIN'S COUNTRY CIDER MILL & FARM Homemade apple cider and pastries. Hosts apple and pumpkin festivals for the public.	✓			✓			✓
17	RUTLEDGE CORN MAZE Family friendly farm with corn maze, pumpkin patch, and sunflower festival.	✓			✓			✓
18	ASHLEY CREEK FARM Scenic farm growing garlic, pumpkins, squash, corn, and flowers. Host community events and festivals. Wild Coho salmon spawn in Ashley Creek each year.	✓	✓		✓		✓	✓
19	CEDAR FLATS FLOWER FARM U-Pick farm for flowers and pumpkins.		✓				✓	✓
20	HISTORIC DELPHI SCHOOLHOUSE 1910 schoolhouse is used for community events including rummage sales, plant sales, farmers markets, and more.	✓	✓		✓	✓		✓



SPECIAL PLACES/ INTRINSIC QUALITIES		AGRICULTURAL	SCENIC	ARCHAEOLOGICAL	CULTURAL	HISTORIC	NATURAL	RECREATIONAL
21	CAPITOL STATE FOREST Timber-producing forest with recreation opportunities. The 110,000-acre forest has campgrounds and 150 miles of trails for hiking, biking, and equestrian use.	✓	✓		✓	✓	✓	✓
	21a. MCCLANE CREEK NATURE TRAIL Family friendly 1.5-mile hiking trail provides wildlife viewing opportunities - including beaver ponds, spawning salmon, and bird habitat.		✓				✓	✓
	21b. MIDDLE WADDELL CREEK CAMPGROUND AND TRAILHEAD ORV-oriented campground with access to 89 miles of motorized trails.		✓				✓	✓
	21c. FALL CREEK CAMPGROUND TRAILHEAD Provides access for hiking, horseback riding, and mountain biking. New shelter includes a fire pit, ping pong table, and bocce ball court. Located 5-miles off the byway on forest roads.		✓				✓	✓
	21d. MARGARET MCKENNY CAMPGROUND Equestrian oriented trailhead with horse corrals. Provides access to non-motorized trails.		✓				✓	✓
	21e. MIMA FALLS TRAILHEAD Equestrian oriented trailhead leading to a waterfall.		✓				✓	✓



23. Mima Mounds Natural Area Preserve

SPECIAL PLACES/ INTRINSIC QUALITIES		AGRICULTURAL	SCENIC	ARCHAEOLOGICAL	CULTURAL	HISTORIC	NATURAL	RECREATIONAL
22	HISTORIC CEMETERIES Explore pioneer and Native American cemeteries to learn about the area's past.		✓	✓	✓	✓		
23	MIMA MOUNDS NATURAL AREA PRESERVE Natural landscape with unique mound landforms and prairie ecosystem. Scenic views and accessible walking trails.		✓		✓		✓	✓
24	WEYERHAEUSER NURSERIES Tree nurseries provide local communities with seedling and connect the public to the lumber industry.	✓	✓		✓		✓	
25	GLACIAL HERITAGE PRESERVE A preserved fragment of Puget Prairie ecosystem with interpretive signs and trails		✓			✓	✓	✓
26	BLACK RIVER PRESERVE 320-acre preserve that supports important fish and wildlife habitats. Visitors can rent kayaks or canoes from Black River Canoe Trips to explore and fish the river.		✓				✓	✓
27	GATE CITY SCHOOLHOUSE Local museum in a 1910 historic schoolhouse.		✓		✓	✓		
28	BLACK RIVER BLUES BLUEBERRY FARM U-Pick blueberry farm selling fruit, raw honey, and local crafts.	✓	✓		✓			✓



28. Black River Blues Blueberry Farm

SPECIAL PLACES/ INTRINSIC QUALITIES		AGRICULTURAL	SCENIC	ARCHAEOLOGICAL	CULTURAL	HISTORIC	NATURAL	RECREATIONAL
29	LAEL'S MOON GARDEN NURSERY Destination nursery with mature trees, display gardens, pathways, and a picnic area.	✓	✓		✓		✓	
30	INDEPENDENCE VALLEY Agricultural area with CSA farms.	✓	✓		✓			
31	ROCHESTER MARKETS AND BAKERIES Fruit markets, homemade baked goods, and local produce in small town Rochester.	✓			✓			
32	PACIFIC NORTHWEST HONEY COMPANY Local beekeepers with a storefront, online shop, and educational classes.	✓			✓			
33	TALKING CEDAR First tribally-owned distillery in the U.S. Partnership between Chehalis Tribe and Heritage Distilling Co. Talking Cedar includes a brewery, distillery, tasting room, & restaurant.	✓			✓	✓		✓
34	FORT HENNESS HISTORICAL SITE Marker for historic 1855 fort across from the Grand Mound Cemetery.					✓		
35	SCATTER CREEK WILDLIFE RECREATION AREA 960-acres of prairie wetlands, forest, and historic homestead buildings.	✓	✓		✓	✓	✓	✓



33. Talking Cedar

SPECIAL PLACES/ INTRINSIC QUALITIES	AGRICULTURAL	SCENIC	ARCHAEOLOGICAL	CULTURAL	HISTORIC	NATURAL	RECREATIONAL
36 SANDSTONE DISTILLERY Hand-crafted spirits from Washington-grown grains.	✓			✓			✓
37 MILLERSYLVANIA STATE PARK 904-acre park with campgrounds, trails, and freshwater shoreline. Historic structures from 1930's CCC era.		✓			✓	✓	✓
38 STONE CITY FARM Family owned farm that hand crafts soaps, bath and body products. Open to the public in the summer for goat yoga and goat milk soap making classes,	✓			✓			✓
39 WOLF HAVEN INTERNATIONAL PATRICK DUNN MEMORIAL PRAIRIE Nationally recognized sanctuary for rescued wolves.		✓				✓	
40 LADY OF THE LAKE AT OFFUT LAKE RESORT Family-owned campground, restaurant, and bar on Lake Offut.		✓		✓		✓	✓



38. Stone City Farm



37. Millersylvania State Park

SPECIAL PLACES/ INTRINSIC QUALITIES		AGRICULTURAL	SCENIC	ARCHAEOLOGICAL	CULTURAL	HISTORIC	NATURAL	RECREATIONAL
41	TENINO DOWNTOWN HISTORIC AND CREATIVE DISTRICT Unique downtown Tenino includes historic sandstone buildings, small businesses, restaurants, wineries, breweries, cideries, gift shops, and boutiques.	✓	✓		✓	✓		✓
	41a. TENINO DEPOT MUSEUM	✓	✓		✓		✓	
	41b. TENINO QUARRY POOL		✓		✓	✓		✓
	41c. TENINO STONE CARVERS				✓			
42	TENINO FESTIVALS AND MARKETS Tenino hosts an annual Oregon Trail Days festival, summer farmers markets, a holiday market, and a summer Arts Creative Market.	✓			✓	✓		✓
43	YELM-RAINIER-TENINO TRAIL 14.5-mile paved trail that links Yelm, Rainier and Tenino and intersects the Chehalis Western Trail.	✓	✓		✓	✓	✓	✓
44	MONARCH SCULPTURE PARK Contemporary outdoor art gallery along the Chehalis Western Trail.		✓		✓		✓	✓
45	CHEHALIS WESTERN TRAIL Rail trail in the footprint of the Chehalis Western Railroad. The 22-mile multi-use trail runs from southeast of Tenino to Woodard Bay.	✓	✓		✓	✓	✓	

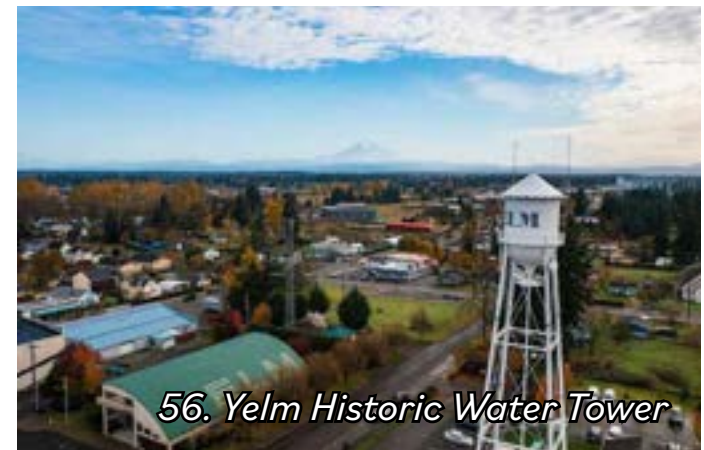


41c. Tenino Stone Carvers

SPECIAL PLACES/ INTRINSIC QUALITIES		AGRICULTURAL	SCENIC	ARCHAEOLOGICAL	CULTURAL	HISTORIC	NATURAL	RECREATIONAL
46	BOO-CODA SPOOKTACULAR Annual Halloween festival that includes a haunted house, parades, fairs, and other chilling events.				✓			✓
47	SEATCO PRISON SITE Historical marker for historic prison site.				✓	✓		
48	SPROUFFSKE TREES, INC Seasonal Christmas tree farm.	✓			✓			✓
49	RAINIER MAIN STREET Charming small town with cafes, cookie shops, and restaurants.	✓			✓	✓		✓
50	RAINIER HISTORICAL CHURCH Built in 1896 and on the state historic register, this little white church has been remodeled for use as an event space.				✓	✓		
51	RAINIER HISTORIC SCHOOLHOUSE Built in 1915, and currently used as a museum and event space.				✓	✓		
52	RAINIER FESTIVALS AND EVENTS Rainier hosts an annual Bluegrass Festival, Rainier Roundup Days, car shows, holiday celebrations, and other events.	✓			✓	✓		✓
53	DESCHUTES FALLS PARK Day-use park with scenic viewpoints, natural features, and hiking trails (see full map for location).		✓				✓	✓



SPECIAL PLACES/ INTRINSIC QUALITIES		AGRICULTURAL	SCENIC	ARCHAEOLOGICAL	CULTURAL	HISTORIC	NATURAL	RECREATIONAL
54	YELM CITY PARK In the heart of the city, this park has a splash pad, community center, and community garden. The garden is a partnership between City of Yelm, Thurston Conservation District, GRuB, the Nisqually Indian Tribe and Yelm Community Schools.	✓			✓			✓
55	YELM FARMERS MARKET Farmers market with over 20 local vendors.	✓			✓			✓
56	YELM HISTORIC WATER TOWER Built in 1946, the historic tower has been restored as a community icon and is installed with LED lights to host lightshows.				✓	✓		
57	YELM ARTS COMMUNITY From detailed murals to the InGenius! Art Gallery to impromptu art walls, Yelm hosts a vibrant arts scene. Community events focus on showcasing music and artwork.				✓			
58	EVERGREEN VALLEY LAVENDER FARM Picturesque lavender farm and popular photography location.	✓	✓		✓			✓
59	HUNTER FAMILY FARM Farm with pumpkin patch and Christmas tree farm.	✓	✓		✓			✓

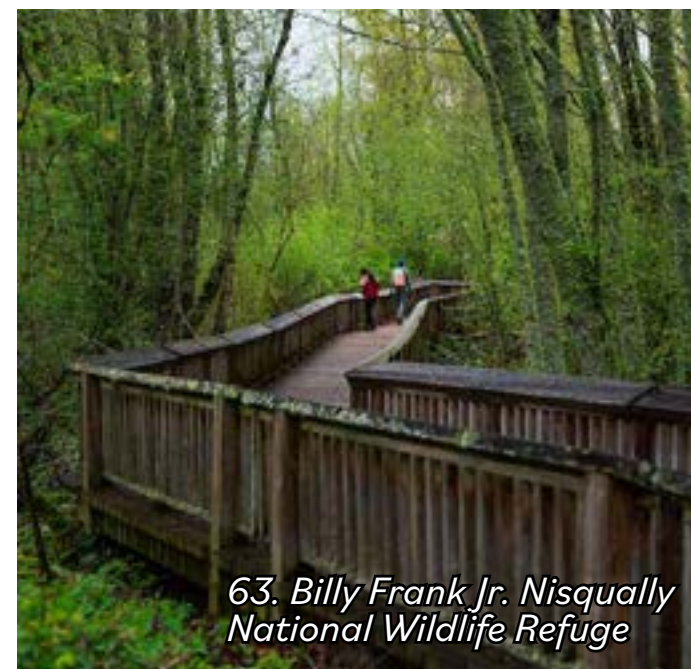


56. Yelm Historic Water Tower



58. Evergreen Valley Lavender Farm

SPECIAL PLACES/ INTRINSIC QUALITIES	AGRICULTURAL	SCENIC	ARCHAEOLOGICAL	CULTURAL	HISTORIC	NATURAL	RECREATIONAL
60 OLYMPIA-LACEY AMTRAK STATION Volunteer operated depot. Built to evoke early 20th century stations, the depot is a great viewing spot for Mt. Rainier. Volunteers host a Christmas parade each year at the station.		✓		✓			✓
61 MEDICINE CREEK WINERY Boutique winery located in a restored barn on the headwaters of Medicine Creek.	✓	✓		✓			✓
62 SCHILTER FAMILY FARM Farm with pumpkin patch, harvest festival, live music, and Christmas tree farms.	✓	✓		✓			✓
63 BILLY FRANK JR. NISQUALLY NATIONAL WILDLIFE REFUGE Wildlife refuge with scenic vistas, hiking trails, and wildlife viewing opportunities.	✓	✓		✓	✓	✓	✓
64 LACEY PRODUCER'S DISTRICT Handcrafted goods from breweries, wineries, craft shops, and other producers.	✓			✓			✓
65 LACEY MUSEUM AND CULTURAL CENTER Museum located in a 1928 Russell house in a historic neighborhood.				✓	✓		



SPECIAL PLACES/ INTRINSIC QUALITIES		AGRICULTURAL	SCENIC	ARCHAEOLOGICAL	CULTURAL	HISTORIC	NATURAL	RECREATIONAL
66	WOODLAND TRAIL 5-mile paved rail trail between Olympia and Lacey.		✓			✓	✓	✓
67	WOODARD BAY NATURAL RESOURCES CONSERVATION AREA Wildlife sanctuary with hiking trails and scenic views.		✓				✓	✓
68	BOSTON HARBOR MARINA Marina with views of the sounds, beaches, paddleboard and kayak rentals, and a restaurant.		✓		✓		✓	✓
69	LONGHOUSE EDUCATION AND CULTURAL CENTER Center at Evergreen State College to promote Indigenous arts and cultures.				✓			
70	TRIPLE CREEK FARM CONSERVATION EASEMENT Land formerly owned by Ralph and Karen Munro, the area preserves important ecosystems, working farmlands, and the archaeological site of a 1,000 year-old Squaxin Village.	✓	✓	✓	✓	✓	✓	✓



Strategies for Maintaining and Enhancing Intrinsic Qualities

Refer to Chapter 6, Enhancing the Visitor Experience of the Byway, as well as Chapter 7, the Action Plan, for more information about recommendations for maintaining (or preserving) and enhancing (or improving) intrinsic qualities. Chapter 6 provides a description of general goals, such as:

- Addressing Visitor Interests and Opportunities
- Enhancing Visitor Experiences
- Expanding and Improving Signage and Wayfinding/Wayshowing
- Telling Stories through Interpretation
- Improving Roadway Safety and Infrastructure
- Encouraging Stewardship and Sustainable Tourism
- Thurston Bountiful Byway Marketing and Promotion

Chapter 7 presents the Action Plan for the byway in a matrix format that lists recommended and prioritized actions and projects.



TRANSPORTATION SYSTEM ASSESSMENT



Overview

This chapter describes the transportation system of the Thurston Bountiful Byway. Existing conditions for each route in the byway are addressed, as well as information on trail systems and multi-modal opportunities.

Existing Conditions of the Byway

The Thurston Bountiful Byway includes State, County, and City road segments that are designated as the byway route. These roads that fall under two management agencies. These agencies are key partners for the byway, as they manage decision making for the roadways. These agencies are:

- Washington State Department of Transportation (WDOT)
- Thurston County

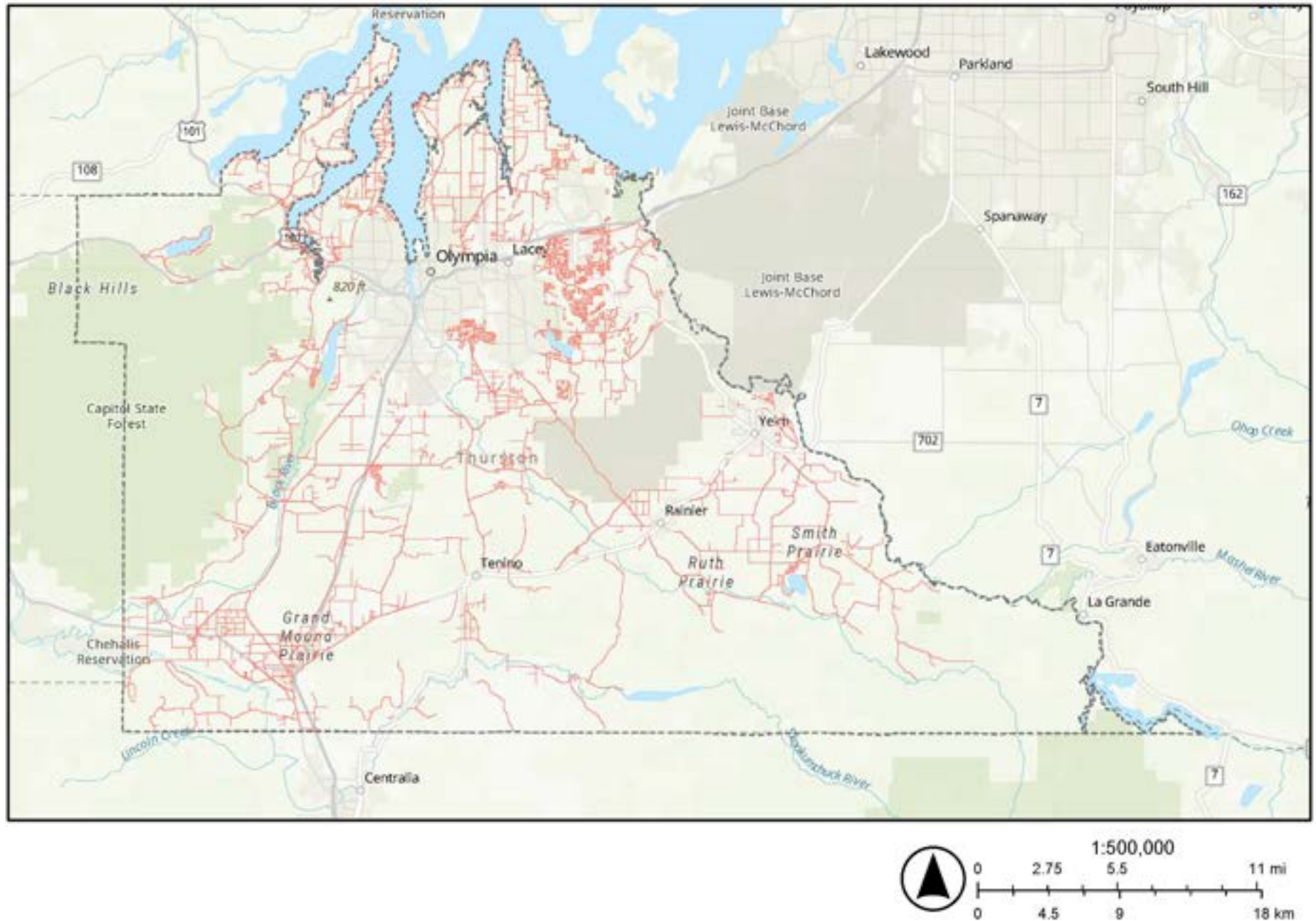
The main routes that make up the byway are listed below:

- Delphi Rd SW
- Waddell Creek Rd SW
- Mima Rd SW
- Mima Gate Rd SW
- Moon Rd SW
- Highway 12
- Old Highway 99 SW (Tenino Grand Mound Rd SW)
- State Route 507
- State Route 510
- Reservation Rd SE
- Old Pacific Hwy SE
- Kuhlman Rd SE
- Nisqually Cut Off Rd SE

WSDOT Managed Roadways in Thurston County



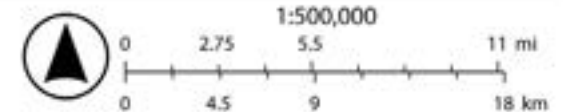
Roadways Managed by Thurston County



Road Segment Locations of Thurston Bountiful Byway



Thurston Bountiful Byway Route



EXISTING CHARACTERISTICS AND CONDITIONS OF THE BYWAY

Conditions for each segment of the byway are described below. Functional classifications, distance, road width, bicycle facilities, access to transit, management agency, and other characteristics are detailed. Road segments are described in a counter-clockwise order around the byway, starting on the west side of the route.

Delphi Rd SW is a *rural major collector* road that runs for 6 miles along the western side of the byway. The paved road has a road width of about 22' to 25' with two travel lanes. Delphi Rd SW has 5' paved shoulder on each side of the road for most of the route, providing space for cyclists to safely ride the byway. Delphi Rd SW is managed by Thurston County and does not currently have any transit routes that serve it.

Waddell Creek Rd SW is a *rural major collector* road that runs for 7 miles along the western side of the byway. Drivers must make a right turn onto this road from Delphi Rd SW to stay on the byway route. The road varies from about 20' - 25', and is narrow and winding in many places, with two travel lanes. Waddell Creek Rd SW lacks shoulders for the first



3 miles of the route, meaning that cyclists must ride with traffic. At the intersection with Sherman Valley Rd SW, drivers must turn left to stay on the byway, which is indicated by a byway sign at the intersection. For the next three miles, the road has paved shoulders, providing a safe route for cyclists. At the 128th Ave intersection, the road turns into Mima Rd SW. Waddell Creek Rd SW is managed by Thurston County and does not currently have any transit routes that serve it.

Mima Rd SW is a *rural major collector* segment that is 3 miles long. The two-lane road is about 20' wide in most places and lacks paved shoulders for cyclists. It provides access for several farms, including the Weyerhaeuser Mima Nursery. Mima Rd SW is managed by

Thurston County and does not currently have any transit routes that serve it.

Mima Gate Rd SW is a *rural major collector* segment that is about 4 miles long. The two-lane road is as narrow as 18' for much of its routes and lacks paved shoulders for cyclists. However, the road does parallel the Gate-Belmore trail, which is in currently in the process of being improved as a multi-use trail. Mima Gate Rd SW is managed by Thurston County and does not currently have any transit routes that serve it. At the intersection with 168th Ave SW, drivers must turn left on to Moon Rd SW to stay on the byway.

Moon Rd SW is a *rural major collector*



segment that runs for 2 miles and connects drivers with Highway 12. The two-lane road has a width of about 20', and crosses a bridge over the Black River. Moon Rd SW lacks paved shoulders for most of the segments, and cyclists must ride in the vehicle lane. Moon Rd SW is managed by Thurston County. Though it is not directly served by a transit line, it does fall into Thurston County ruralTransit's (rT) $\frac{3}{4}$ mile deviation area, and drivers may pick up passengers on this road. Drivers must turn left on Highway 12 to stay on the byway route.

Highway 12 is a *rural principal arterial* that runs for 6.5 miles through the towns of Rochester and Grand Mound. This two-lane roadway is about 24' wide in most places, and includes turning lanes at major intersections. The speed limit is 55 mph at the first intersection with Moon Rd SW, slows down to 30 mph in

the town of Rochester, and then raises to 50 mph. While the roadway does have paved shoulders, they are narrow and allow limited space for cyclists to ride off the road. Highway 12 is served by the ruralTransit Route 3, which connects the Chehalis Tribal Center to Tumwater. There are four transit stops along the highway - two at the Rochester Mercantile and two at the Pecan St SW and Highway 12 intersection. There are also multiple flag down sites along the roadway in Rochester and Grand Mound. Highway 12 is a U.S. Highway and is managed by WSDOT.

Old Highway 99 SW is a *rural minor arterial* that runs for 8 miles between Grand Mound and Tenino. The width of the two-lane road is about 24' in most locations, and increases up to 50' in areas with multiple turning lanes. The roadway has turning lanes at major intersections along the roadway, and has wide paved shoulders that provide a designated space for cyclists. Highway 12 is served by ruralTransit Route 4, which connects Grand Mound, Centralia, Bucoda and Tenino. There is a park and ride and bus transfer location for the transit system at the Ivan St SW intersection in Grand Mound, as well as several flag down locations. Old Highway 99 SW is managed by Thurston County.



Thurston Bountiful Byway sign at the SR 507 and SR 510 intersection in Yelm.

State Route 507 is a *rural minor arterial* that runs between the communities of Tenino, Rainier, and Yelm. The route is 8 miles long. The speed limit is 55 mph for most of the route, but slows down to 25 mph and 30 mph in Tenino and Rainier, respectively. Through Tenino, SR 507 functions as the community's main downtown corridor and is about 45' wide, which includes space for turn lanes, parking, curb extensions, and crosswalks. There are not designated bicycle lanes, and cyclists share the lane of travel. East of Tenino, the two-lane roadway is about 22' feet wide and includes narrow paved shoulders that provide limited space for cyclists. However, SR 507 parallels the Yelm-Rainier-Tenino Trail, which provides a paved bicycle and pedestrian route along an unused rail corridor. As



Mima Cate Rd SW

the roadway continues towards Rainier, paved shoulders become wider, and there are multiple access points between 507 and the Yelm-Rainier-Tenino Trail. SR 507 operates as Rainier main downtown corridor, and provides opportunities for parking. The roadway narrows as it approaches Yelm, and transitions into 1st St S before the intersection at State Route 507, where drivers must turn left to stay on the byway. State Route 507 is served by rural Transit Route 2 which connect Rainier, Tenino, and Tumwater. There is a route transfer station in Tenino, a stop in Rainier, and several flag down locations along the route. State Route 507 is managed by WSDOT.

State Route 510 operates as both an *urban and rural minor arterial* that runs for 6.5 miles between Yelm and the Nisqually Indian Community. As one the major north-south routes between Yelm and Lacey, this road can experience traffic congestion during peak times. It includes turning lanes at major intersections, as well as roundabouts. Past Yelm, the roadway is about 22' to 28' wide and has narrow paved shoulders that provide limited space for cyclists. The speed limit ranges between 35 mph and 50 mph. This roadway is served by Route 94 of Intercity Transit, which connects Yelm with Olympia. It also is served by Nisqually

Transit, which provides transit between the Lower and Upper Nisqually Reservation. State Route 510 is managed by WSDOT.

Reservation Rd SE is a *rural major collector* that runs for 3 miles between State Route 507 and Old Pacific Highway SE. The two-lane roadway is about 25' wide with paved shoulders that provide designated space for cyclists. These shoulders are narrower on the south end of the segment, but widen to about 8' in the northern section. Drivers must turn right on Old Pacific Hwy SE to stay on the byway. Reservation Rd SE is managed by Thurston County.

Old Pacific Hwy SE is a rural major collector and urban minor arterial that runs for 1 mile between Reservation Rd SE and Kuhlman Rd SE. The roadway includes turning lanes at major intersections, and is about 24' wide where it is a two-lane road. It has paved shoulders which range between narrow and wide, providing inconsistent space for cyclists. Drivers must turn left onto Kuhlman Rd SE to continue on the byway loop. Old Pacific Highway SE is managed by Thurston County.

Kuhlman Rd SE is an urban minor arterial that runs for 0.5 miles between Old Pacific Hwy SE and Nisqually Cut Off Rd SE. It is a short connecting road that is about 24' wide, with no shoulders for cyclists. Drivers must turn right on Nisqually Cut Off Rd SE to continue on the byway. Kuhlman Rd SE is managed by Thurston County.

Nisqually Cut Off Rd SE is rural and urban major collector that runs for 1 mile between Kuhlman Rd SE and I-5. It is the major route connecting the byway to I-5, and also connects visitors to the Billy Frank Jr. Nisqually National Wildlife Refuge. The two-lane road is about 22' wide and does not have shoulders for cyclists. Nisqually Cut Off Rd SE is managed by Thurston County.



Byway wayfinding signage at the Old Pacific Hwy SE and Kuhlman Rd SE intersection

Multi-Modal Use and Opportunities

TRAILS AND BIKEWAYS

EXISTING TRAIL FACILITIES

There are currently 56 miles of county-owned recreational trail corridors connecting various destinations throughout Thurston County. The current trail system is used for both recreation and transportation, with an increasing number of residents using the trail system for commuting. The intent is to form a non-motorized network throughout the county and beyond that links neighborhoods, parks, schools, open spaces, civic facilities, and commercial centers.

Existing Trails:

- **Chehalis Western Trail: 26 miles:** This trail runs from Woodard Bay Natural Resources Conservation Area to the Yelm-Rainier-Tenino Trail intersection near Rainier. It provides access to over 170 acres of parkland, including rivers, sounds, wetlands, forests, farmland, prairies, and creeks.
- **Yelm-Rainier-Tenino Trail: 14.5 miles:** This trail runs from Yelm City Hall to Tenino City Park and intersects

with the Chehalis Western Trail. The trail connects the cities of Yelm, Rainier, and Tenino, and provides use for pedestrians, bicycles, and other non-motorized transportation.

- **Gate-Belmore Trail (unimproved): 14 miles:** On the site of an unimproved rail corridor, this trail runs from 66th Ave SW near Kenneydell Park to the Gate/Rochester area near the Black River Habitat Management area. Though not yet fully improved, this corridor is planned to be developed as a regional trail and connect to popular destinations in western Thurston County.

- **Karen Fraser Woodland Trail: 2.5 miles:** This multi-use trail on the site of an abandoned rail line extends from Eastside St SE in Olympia to the Chehalis Western Trail. The 10' paved multi-use trail is fully accessible and provides an important trail connection.
- **Ralph Munro Trail: 1.5 miles:** This trail in northern Thurston County runs from Mud Bay Rd towards Evergreen State College. The paved route connects to other local trails and is popular with cyclists.



Bicyclists examine a map of Thurston County's trail system.

TRAIL PLANNING

In Thurston County's 2020 Parks, Open Space, and Trails Plan, survey respondents identified non-motorized trails as one of the highest priorities for recreation needs. Survey respondents consistently identified protected non-motorized corridors to travel and commute between primary destinations, including schools, cities, commercial centers, and regional parks, as a high priority for future parkland development.

POTENTIAL TRAIL PROJECTS

The following list describes current efforts to develop new trail projects throughout Thurston County to enhance multi-modal connectivity.

Gate-Belmore Trail Improvements: In collaboration with adjacent property owners and neighborhood residents,

formalize and fully develop the existing corridor into a paved multiuse recreation and transportation pathway with support amenities and strategically placed trailheads and access points.

Black Lake to Percival Canyon Trail

Collaboration: In close partnership with Tacoma Rail (Tidelands Division), adjacent property owners, Confederated Tribes of the Chehalis Reservation, Mottman Industrial Area, and the cities of Tumwater and Olympia, seek opportunities to establish a link between the Gate-Belmore Trail and the existing urban trail networks stemming from Capitol Lake.

Inter-Regional Trail Connectivity:

Includes identifying and pursuing partnership opportunities with neighboring counties and their communities, Washington State

Department of Transportation (WSDOT), Nisqually Indian Reservation, Confederated Tribes of the Chehalis Reservation, land trusts, timber companies, rail corridors and other stakeholders to identify opportunities and solutions to connect the Thurston Regional Trail Network with other regional trail systems where appropriate.

Southwest Thurston County Trail

Feasibility Study: With the help of Thurston Regional Planning Council (TRPC), Thurston County is launching a study to explore the feasibility of establishing a shared-use trail to connect Grand Mound, Rochester, and the Chehalis Reservation. The Southwest Thurston County Trail Feasibility Study will look at:

- How a trail system could best serve community members in

View of the Chehalis Western Trail

Grand Mound, Rochester, and the Confederated Tribes of the Chehalis Reservation.

- Possible trail routes and connections to key community destinations
- Locations for trailheads – places for people to park and get on the trail
- Cost to construct possible trail routes, signage, benches, and trailheads as well as the cost to maintain the trail

Yelm-Rainier-Tenino Trail Extension: As identified in the Regional Transportation Plan, extend the Yelm-Rainier-Tenino Trail from Tenino to Bucoda. The project would require property acquisition. The project also includes a western trail extension to the west city boundary of Tenino.

Yelm Prairie Line Trail: Identified in Regional Transportation Plan, construct a shared-use path on existing city-owned rail corridor right-of-way. Phase 1, extending from East Yelm Avenue to Canal Road, is complete. Subsequent phases will extend the trail to the rail corridor terminus at Roy.

Deschutes Valley Trail: Deschutes Valley Trail, from Pioneer Park (vicinity of Henderson Boulevard) to Tumwater Historical Park (Deschutes Parkway)

South County Bike Corridors (Tenino, Grand Mound, Rochester, Gate):

Consistent with the 2045 Regional Transportation Plan, collaboration with Puget Sound and Pacific Railroad (PSAP), Thurston Regional Planning Council, Washington State Department of Transportation, and other regional stakeholders, work to formalize a bicycle corridor within existing rights-of-way to connect the southwestern terminus of the Yelm-Rainier-Tenino Trail with the southern terminus of the Gate-Belmore Trail

POTENTIAL IMPROVEMENT PROJECTS

As well as developing new trail systems and connections, there are a number of efforts currently underway to improve existing trails and enhance Thurston County's multi-modal system. The following list summarizes these efforts.

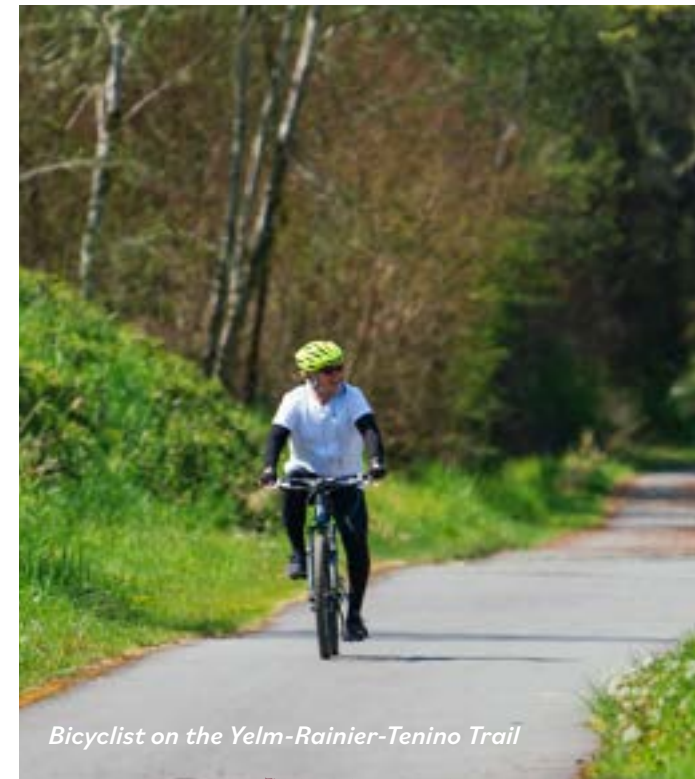
Chehalis Western Trail: Inspect and replace existing culverts as needed along the Chehalis Western Trail to improve fish passage and maintain compliance with NPDES standards.

Yelm-Rainier-Tenino Trail (Deschutes River Trestle): Continuing efforts started in 2018, replace support pilings of the existing 270-foot trestle that spans the Deschutes River as part of the 14-mile Yelm-Rainier-Tenino Trail.

Yelm-Rainier-Tenino Trailhead (Rainier): Consistent with community preferences

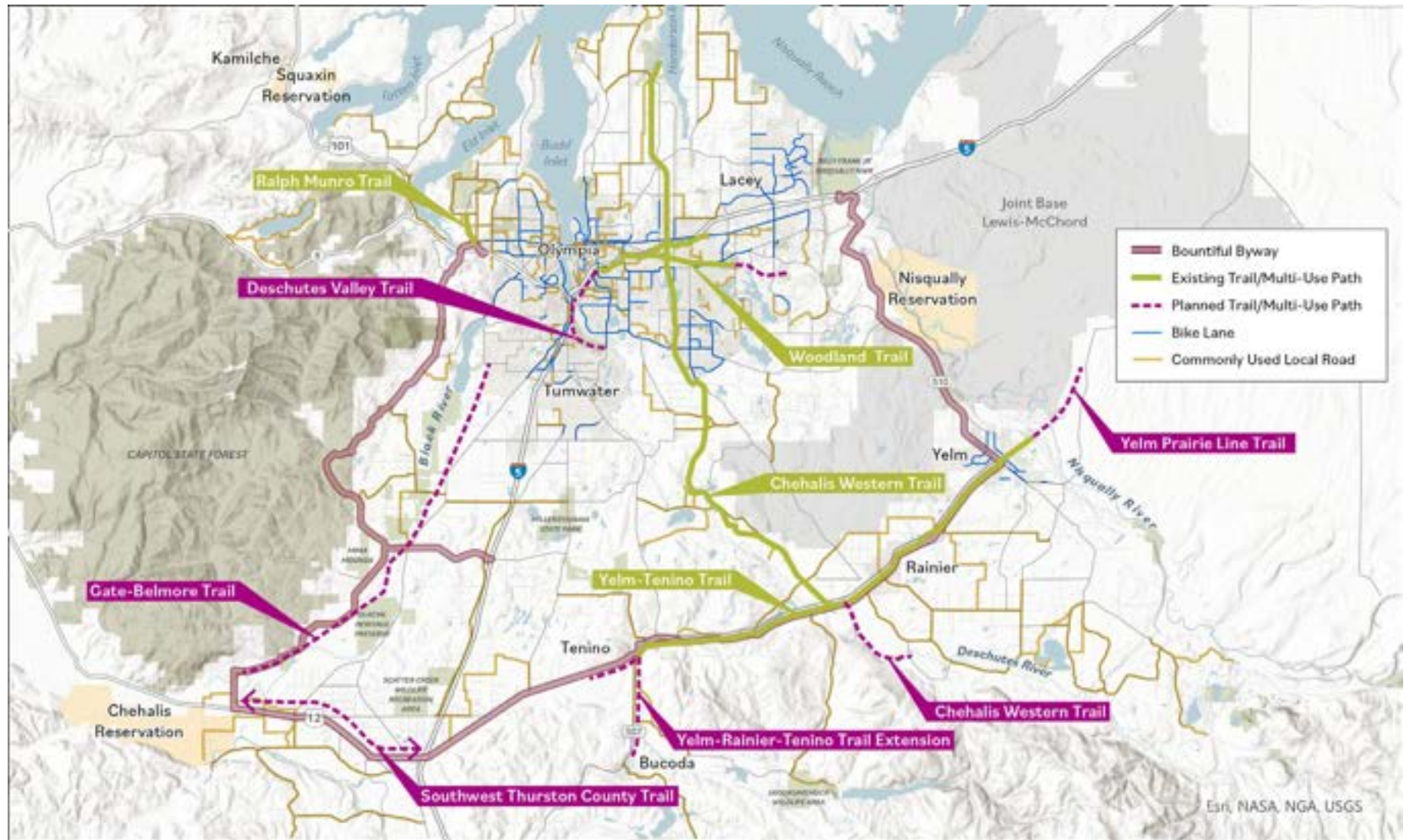
for amenity enhancements at existing sites, construct a restroom facility with trail-oriented amenities to support existing and projected use levels and human powered transportation needs.

Chehalis Western Trailhead (41st Ave NE): Consistent with community preferences for amenity enhancements at existing sites, construct an off-street parking area with trail-oriented signage to support existing and projected use levels and human powered transportation needs.



Bicyclist on the Yelm-Rainier-Tenino Trail

Existing and Planned Trails



Multi-Modal Use and Opportunities

PUBLIC TRANSIT

Thurston County has several options for public transit that connect communities across the County. Existing transit systems connect to most of the key communities along the Thurston Bountiful Byway.

ruralTransit (rT)

This transit system serves the communities of Rochester, Tenino, Bucoda, and Rainier, and the Confederated Tribes of the Chehalis Reservation. It has numerous stops, flag down locations, and offers to pick up riders within 3/4 miles of its route if they call ahead. ruralTransit provides an accessible and equitable service for Thurston County, and offers all of its rides for free.

In addition to serving the rural communities, this transit service connects to Intercity Transit, in order to provide access to Yelm, Lacey, Olympia, and Tumwater. ruralTransit has also made an effort to switch to propane-fueled buses that are more efficient and environmentally friendly. They also

provide bike racks on all vehicles, allowing passengers to connect to trails and other multi-modal opportunities.

Intercity Transit

Intercity Transit provides transportation that serves Olympia, Lacey, Tumwater, and Yelm, covering a service area of about 101 square miles. They operate 21 bus routes, a vanpool program, and special services for those with disabilities. According to the organization, in 2018 they provided about 4.5 million rides through the program.

The system also operates park and ride lots, which allows passengers to leave

their cars at convenient locations. The combination of ruralTransit and Intercity Transit allows the majority of Thurston County to be within close proximity to a county-wide transit system.

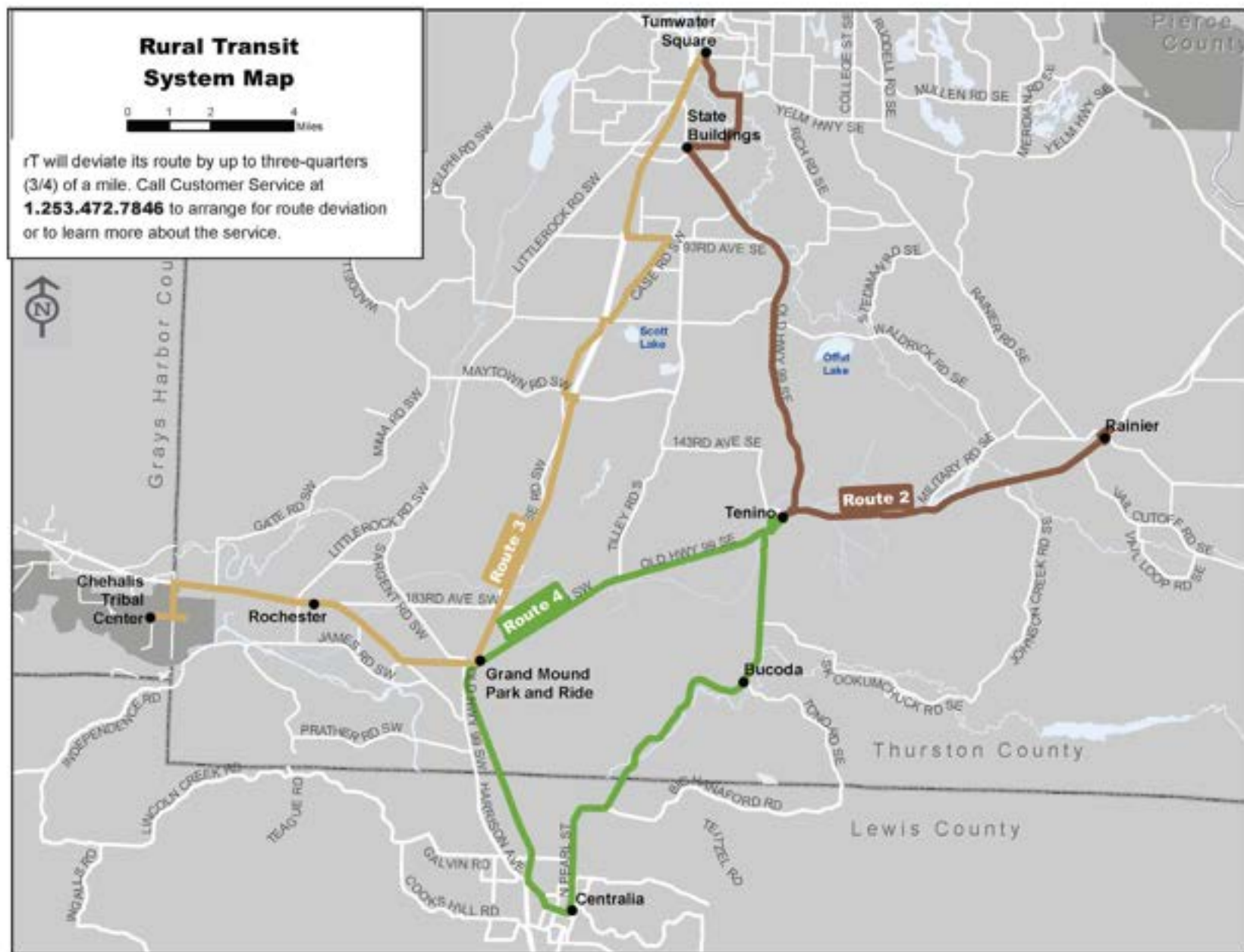
Amtrak

Thurston County is home to the volunteer operated Olympia-Lacey Amtrak Station. This station is part of the Amtrak Cascades route, which includes nearby stops at Centralia and Tacoma, as well as further destinations including Salem, Oregon, Seattle, Washington, and Vancouver, BC.



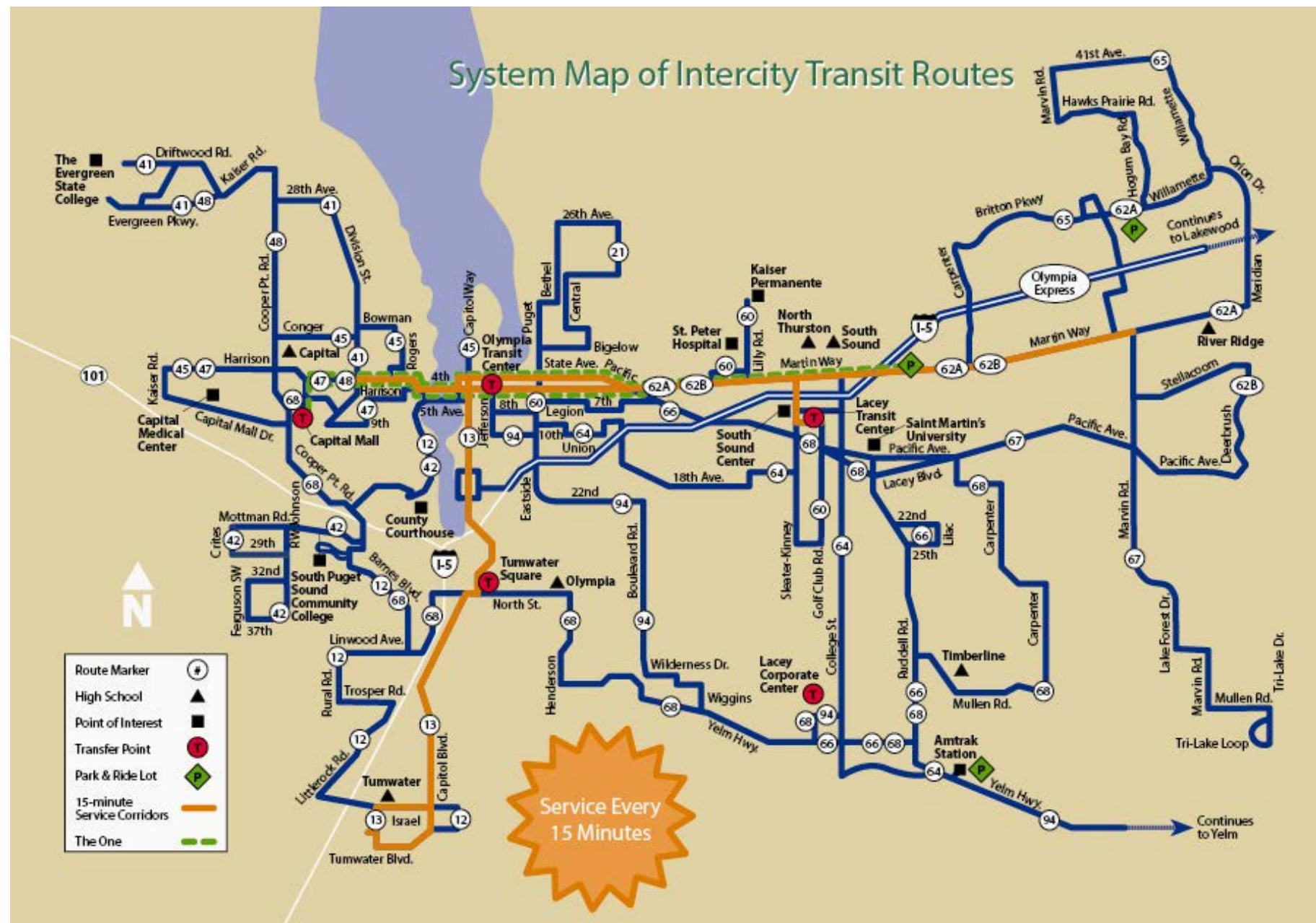
Rural Transit System Map

Map from Rural Transit 2022 Rider Guide



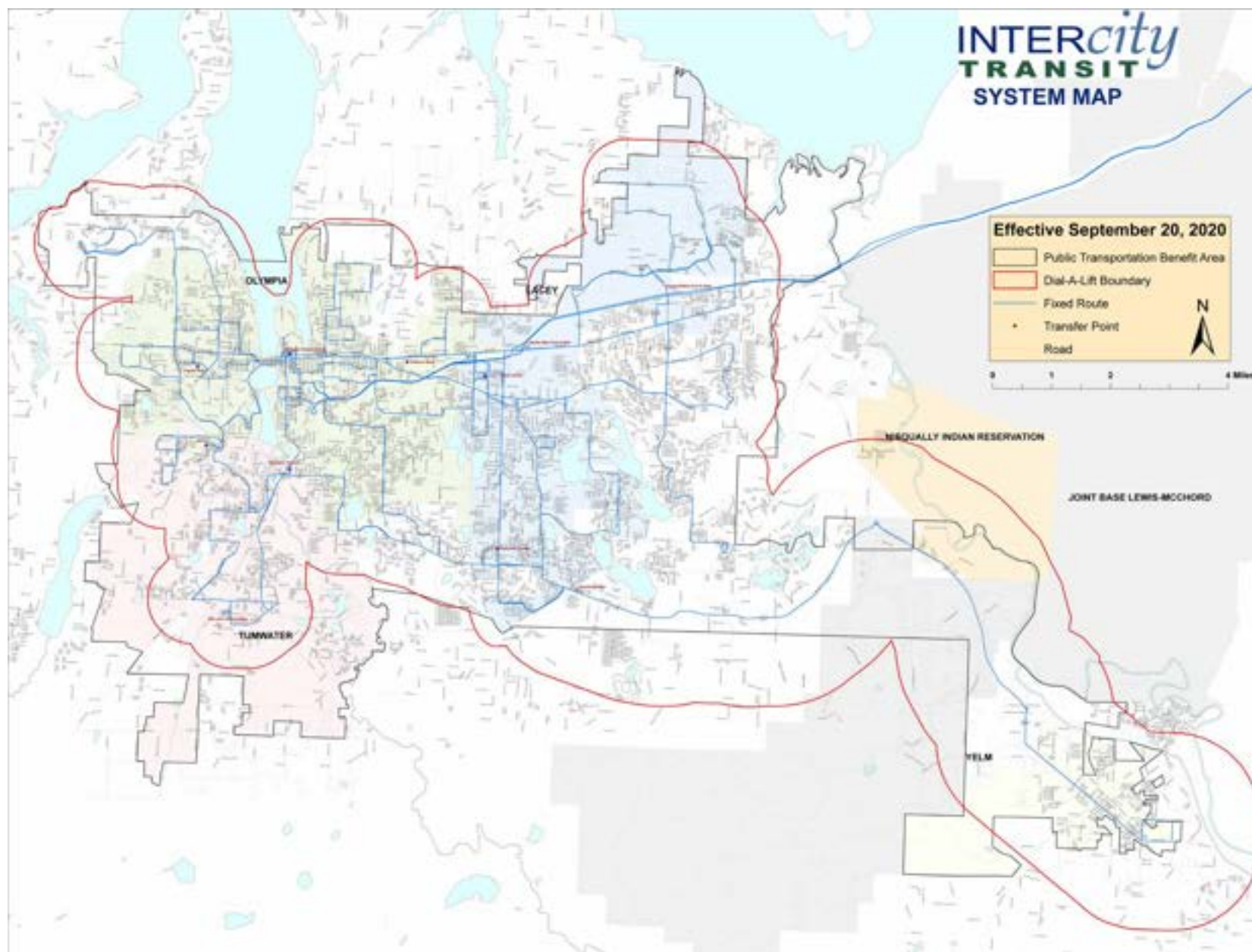
Intercity Transit System Map

Map from Intercity Transit (2021)



Public Transportation Benefit Area fo Intercity Transit

Map from Intercity Transit (2020)





CHAPTER 6

ENHANCING THE VISITOR EXPERIENCE OF THE THURSTON BOUNTIFUL BYWAY



Introduction

An important focus of byway management relates to creating additional opportunities to enhance visitor experience by guiding travelers on their journey, enriching their memories through interpretation and positive interactions, and instilling a sense of what is unique and important about the environment in which they are traveling. Visitors to the Thurston Bountiful Byway are customers in the communities of the byway, and their daily travel expenditures bring important economic benefits to local and regional economies. Sustaining this economic vitality is highly dependent upon the unique qualities and resources that attract visitors to the byway.

This chapter of the corridor management plan provides various strategies to guide byway management and ongoing activities to enhance visitor experiences. For example, promoting the benefits of stewardship to visitors is one of the key management strategies that can

enhance visitor experience and support sustainable tourism. Marketing and promotional strategies and activities for the byway are also presented.

Visitor Interests and Opportunities

Thurston Bountiful Byway visitors have interests that are diverse and matched to the seasonal opportunities. The 60-mile loop extends throughout Thurston County, promoting the agricultural roots of the region and the importance of agriculture today.

Visitors have access to a variety of agricultural and culinary experiences—farm stands, u-picks, farm-to-table restaurants, and a variety of breweries, distilleries, and other establishments showcasing hand-crafted products. No two farms on the byway are alike, and every visit changes with the seasons—



Bands at the Barn music festival at Schilter Family Farm

pumpkins, lavender, berries, Christmas trees, honey, unique beverage flavors, and more. Visitors can wander the farm fields, fill up on fresh food, take classes, and shop for unique gifts.

Local cultural opportunities are abundant, with multiple museums, historic sites, landmarks, festivals and events, and an outdoor sculpture park. Beautiful scenery (with stunning views of Mount Rainer from some locations of the byway) and extensive recreation opportunities (bicycling, hiking, picnicking, wildlife watching, fishing, and more) round out the byway experience—which truly offers something for everyone. Refer to Chapter 4 for a listing of the many unique qualities and special places along the byway.

VISITOR ACTIVITIES ON THE THURSTON BOUNTIFUL BYWAY

- AGRITOURISM/FARM VISITS
- BICYCLING/TRAILS
- HIKING/WALKING
- DRIVING FOR PLEASURE/ SIGHTSEEING/VIEWS
- WILDLIFE WATCHING
- ATTENDING EVENTS AND FESTIVALS
- LEARNING ABOUT HISTORY; VISITING HISTORIC SITES AND MUSEUMS
- RELAXING
- EXPERIENCING CULTURAL AND ARTS OPPORTUNITIES
- CAMPING
- PICNICKING
- FISHING
- WILDLIFE REFUGE/NATURE ACTIVITIES
- VIEWING/LEARNING ABOUT NATURAL FEATURES AND NATURAL RESOURCES

Existing Visitor Services and Accommodations

Visitors to the Thurston Bountiful Byway have access to services and accommodations, including visitor information, fuel, groceries and dining, supplies, emergency and medical services, and a wide variety of lodging (hotel/motel, bed-and-breakfast, camping, RV parks, etc.). For more about these services and accommodations, please visit: <https://www.experienceolympia.com/>

Enhancing Visitor Experiences

Visitor experiences of the Thurston Bountiful Byway are already unique and memorable. Enhancing these experiences will be critical for the long-term sustainability of the byway. Implementing several strategies will help to ensure that this experience will remain a lasting legacy for future generations of visitors. These strategies, described in more detail below and on the following pages, should become a focus for ongoing byway management and implementation activities:

- Maintaining an ongoing focus on visitor hospitality;
- Promoting stewardship and sustainability;
- Expanding and improving signing and wayshowing and reinforcing the byway's brand identity; and
- Telling the stories of the Thurston Bountiful Byway through interpretation.

Maintaining an Ongoing Focus on Visitor Hospitality

The experience of the Thurston Bountiful Byway is enhanced by the interactions between visitors and the local people of the region. Those who most interact with tourists—hotel clerks, visitor information volunteers, tour guides, shopkeepers, farm-stand employees, hosts/hostesses, waiters/waitresses, museum and interpretive center guides, and others—comprise the “front line” of communication with visitors and travelers. These are the folks who help to showcase the unique qualities of local life, art, culture, and heritage in the byway region. With changes in tourism that include visitors transitioning from being attraction-oriented to being experience-oriented and seeking planned comfort, the role of local hospitality and human interaction will continue to become even more important.

Best practices in tourism hospitality call for motivating and educating front line staff in providing high quality customer service through good communication skills (such as listening skills and being able to convey a variety of information).

When emphasizing a specific place-based experience, it is also important that the front line employees who interact with visitors become the ones who most understand that experience so they can convey information about it. Knowledge of the local history, arts, places to visit, and experiences of the byway is critical in order to be able to convey information to visitors.

The Thurston Bountiful Byway is already a highly positive experience for visitors, with local businesses and services that offer a sense of welcome and support all along the byway. In order to continue to maintain this ongoing focus on visitor hospitality and to enrich the visitor experience even further, it will be important to continue to foster and support the current network of local experts. Within this network, liaisons from each local community serve as hosts to visitors but also can provide outreach and education to those involved in visitor hospitality with the ultimate objective of continuing to provide a positive visitor experience of the byway and educating travelers about the byway's experiences and stories. The network could be expanded more to include historians and representatives from local museums, land trusts, and chambers of commerce. The network of liaisons could be trained in periodic seminars, and they in turn could provide presentations and training sessions to locals, working with chambers of commerce and tourism organizations in each region. Annually providing a package of information about the byway to the network of liaisons (the byway brochure and other materials as needed) will help to ensure consistency in visitor experience across the byway region.

Promoting Stewardship and Sustainability

Visitors are drawn to the byway to experience agriculture and culture, distinctive rural character, beautiful scenery, natural areas, wildlife and habitat areas, extensive recreation opportunities, history and historic sites, and the ways of life throughout the region. There would be no attraction to the byway nor an ongoing flow of tourists without these qualities. Promoting stewardship and sustainable tourism can enhance visitors' experiences of the byway while also supporting the environment.

Key strategies related to Promoting Stewardship and Sustainability follow:

• EMPHASIS ON STEWARDSHIP AND EDUCATION

It is important for visitors to understand why the byway experience is special and what they can do to help preserve that experience. Interpretation and promotional activities along the byway should include stewardship and educational messages that help visitors appreciate the exceptional beauty, natural resources, and historic buildings and districts. Encouraging visitor interest in stewardship and preservation of these qualities for future generations will ensure that the experience of the byway will become a lasting legacy. Examples of stewardship messages include:

- » Keep the Thurston Bountiful Byway beautiful and litter-free.
- » Tread lightly and leave no trace of your visit.
- » This environment/habitat is fragile—please respect it by picking up after yourself and your pet.
- » Know the regulations and special concerns of the region you are visiting.
- » Camp in designated spots only; campfires are not allowed in all backcountry areas and seasonal fire restrictions apply. Use established fire rings or pits; keep fires small. Put out fires completely and scatter ashes. Use a stove when possible.
- » Stay on the trail and avoid fragile areas along the byway, trails, and waterways and in alpine meadows.
- » Respect wildlife and observe from a distance; never feed wildlife.
- » Dispose of waste properly—pack it in and pack it out.
- » Leave what you find where you find it—leave all natural and historical objects as you find them.



Hiking at Squaxin Park

- » Be considerate of other visitors. Be courteous; yield to other users; strive to not disturb the natural ambience.
- » Reduce congestion and ride transit where available.
- » Share the road with bicycles and drive courteously.
- » Protect natural resources by conserving energy and water on your journey.

- **RESIDENTS AROUND THE BYWAY ARE IMPORTANT STEWARDS**

Residents and community and business representatives from throughout the byway are the best day to day guides for visitors. The byway often functions as the principal route of travel through communities, and it links many important origins and destinations along the way. People who live and work along the byway travel it most every day. Additionally, the byway is an important part of local residents' lives, just as they are important to the experience of the byway. Local residents are the most knowledgeable about the cultural and historical stories. A great approach is to involve local communities and residents in taking on responsibilities to promote and enhance the byway and improve visitor experience. For instance, local residents can be engaged to provide historical tours in byway towns, educating visitors on the importance of the local history. Residents can also help lead nature hikes, educating visitors on the importance of protecting valuable resources.

Residents and community and business representatives also are some of the

byway's most valuable stewards. They should be encouraged to become stewards just as much as visitors. Additionally, ongoing byway programs and projects should encourage residents to enhance the qualities that make the byway special not only for visitors, but for themselves too.

- **DIRECTING VISITORS TO THE RIGHT PLACES**

Another important aspect of byway planning is making sure that while visitor experiences are expanded and enhanced, the rural lifestyles and community settings also are maintained and preserved, and impacts related to increased tourism are minimized. Some popular sites and places can become overwhelmed and degraded through excessive visitation. It is important to direct visitors to the areas that are already set up to accommodate their needs—cities and towns with facilities, services, and accommodations and the parks and recreation places that can handle repeated waves of visitation. To reduce traffic related impacts and congestion, visitors could be encouraged to park and leave

their cars behind when in areas that provide transit, biking, and walking opportunities. Educating visitors about environmental stewardship, recreation use etiquette, respecting private property rights, and other messages will be an ongoing need, important for the long term success of the byway.

- **PROMOTING SUSTAINABLE TRAVEL AND GEOTOURISM**

Geotourism, green tourism, sustainable tourism, ecotourism, ecological tourism—regardless of the terms used—reflects the principles of sustainability and environmental consciousness that are becoming increasingly important to travelers. Tourism that sustains and enhances the geographic character and ecological balance of a place, including its environment, character, culture, aesthetics, heritage, and the well-being of local residents, is highly desirable to today's travelers. Some of the key geotourism opportunities include the following.

» **AGRITOURISM**—Another dimension of geotourism, agritourism involves bringing visitors to farms, orchards, vineyards, u-pick operations, farm stands, and other agricultural and rural destinations for an authentic and educational experience. Agritourism has different definitions in different parts of the world, and sometimes refers specifically to farm stays. Elsewhere, agritourism includes a wide variety of activities, including buying produce direct from a farm stand or roadside market, navigating a corn maze, picking fruit, feeding animals, staying at a bed and breakfast on a farm, or enjoying farm-to-table products. Agritourism is widespread in America, yet could be promoted more intensively in Washington. The Thurston Bountiful Byway offers an attractive setting for agritourism enthusiasts. Agritourists can choose from a wide range of activities that include picking fruits, visiting and lending a hand at different types of orchards, riding horses, learning about wine and brewing, culinary experiences, and shopping in local gift shops and at farm stands for local and regional produce or hand-crafted gifts.

» **ECOTOURISM**—Focused on responsible and low-impact travel to fragile, pristine, and usually protected areas, ecotourism appeals to ecologically and socially conscious travelers through opportunities to be involved in conservation and environmentally-friendly activities. Ecotourists are often encouraged to volunteer and/or provide funds to benefit local ecological initiatives. One of the common goals of ecotourism is to offer insight into the impact of human beings on the environment and to foster a greater appreciation of our natural habitats. Responsible ecotourism includes programs that minimize negative aspects of conventional tourism on the environment through promotion of recycling, energy efficiency, water conservation, and creation of economic opportunities for local communities. Local best practices should include encouraging responsible wildlife watching, low impact camping and hiking (pack-it-in/ pack-it-out), and the presence of onsite information about resource protection.

» **VOLUNTOURISM**—Volunteer travel and vacations are voluntourism activities that involve volunteering for a charitable cause as part of a travel experience. Types of volunteer vacations are diverse, from low-skill work cleaning up local wildlife areas to high-skill work providing professional services. Voluntourism participants are diverse, but they typically share a desire to “do something good” while also experiencing new places and challenges. Visitors are becoming more interested in volunteer activities as part of the experience of their vacation. Residents can get involved in a variety of work for state and federal land managers and local communities, such as:

- Clean up and litter removal,
- Revegetation and native planting projects,
- Trail building and maintenance,
- Rehabilitation of cultural landscapes and historic structures, and
- Other ecological and stewardship activities.

Expanding and Improving Signing and Visitor Wayshowing and Wayfinding

Signs serve many different functions—they identify, inform, warn, advertise, direct, describe, and explain. Expanding and improving signing will reinforce the byway’s brand identity and help visitors navigate their way throughout the byway. Signing along the byway should effectively communicate information to travelers while avoiding negative effects on the scenic values of the corridor and visitor experience. Developing a unified and coordinated approach to signing will:

- Maintain the byway’s character by minimizing visual intrusion,
- Reinforce the brand identity and sense of continuity of the byway, and
- Assist travelers in finding their way along the byway and to important destinations.

Signs must be carefully designed, located, and installed in accordance with all applicable requirements to avoid creating hazards to drivers and bicyclists. Unnecessary, superfluous, and redundant signs should be avoided. Where possible, signs should be consolidated at one location. Signs should identify and provide direction to primary points of interest and intrinsic qualities of the byway in a non-visually intrusive manner.

Regulatory Signing

The Manual on Uniform Traffic Control Devices (MUTCD) is the universal reference for regulatory signs along highways and roadways in the United States. Because of their importance to traveler safety, regulatory signs must meet specific design standards in the MUTCD, as well as other applicable state requirements. Regulatory signs that serve a safety purpose are already controlled by MUTCD, so this section of the corridor management plan does not address these types of signs. Rather the focus of the guidance in this plan is on the types of signs and wayshowing elements that are discretionary in guiding travelers.

Effectively Communicating Information to Visitors

Effectively communicating information to visitors and guiding them in their travel are essential to a successful scenic byway experience. Engaging visitors starts by helping them identify and navigate the byway. Visitors need to be able to clearly understand where they are at all times. Signing, wayshowing, and wayfinding improvements along the byway can help in addressing the following questions:

- How do visitors find the byway?
- How much time should be allotted for travel along the byway?



Examples of signage at Waddell Creek Rd SW and Sherman Valley Rd SW intersection on the Byway.

- Where does the byway begin and end?
- Where should visitors turn to stay on the byway?
- How do visitors know they are still on the byway?
- What are the special places (intrinsic qualities and attractions) and where are they located?
- Where should visitors stay, eat, learn, have fun, and shop? Where can they find services they might need (restrooms, auto repair, information, etc.)?
- Where are visitors when visiting the special places or community hubs along the byway?
- What is the best direction to travel the byway? (Counterclockwise is recommended for maximum scenic experiences.)



WAYFINDING IS WHAT BYWAY TRAVELERS DO:	WAYSHOWING IS WHAT BYWAY PROVIDERS DO:
SEEING	<i>Providing Maps, Signs, and Graphics</i>
READING	<i>Providing written instructions and maps</i>
HEARING	<i>Providing Audio Guidance or Personal Guides/ Volunteers</i>
LEARNING	<i>Providing Educational Information</i>

What is the Difference between Wayfinding and Wayshowing?

“Wayshowing” and “wayfinding” are common terms used in scenic byway planning and management. Understanding the difference between these terms is important when developing a signing program to serve byway travelers’ needs.

- **WAYFINDING** is the mental process byway travelers go through that turns their goals into decisions, actions, and behaviors. Wayfinding is the act of navigating the byway and being able to continuously solve problems under uncertainty. The focus is on the byway travelers/visitors and what they are doing.
- **WAYSHOWING** is the communication of information, intentionally implemented by byway providers, to aid travelers in setting desired goals, making decisions, and taking appropriate actions as part of navigating their trip along the byway. The focus is on the byway hosts and what they are doing to help byway travelers.

The Four Stages of Trip Making

Travelers go through four stages in the process of taking a trip, and the wayshowing process must engage them during each of these stages. Travelers rely on specific tools during each of these stages, and their successful completion of each stage will have a strong influence on their overall experience of the byway.

STAGE 1: PRE-TRIP

“HOW DO WE GET THERE?”

Visitors are choosing/selecting the byway they want to visit. They are then making plans and preparing for their trip. Their tools in this stage may include the Internet, travel brochures, advertisements, maps, and/or information from others.

STAGE 2: EN-ROUTE

“ARE WE THERE YET?”

During this stage, visitors are finding their way to the byway. Their tools in this stage may include signs, GPS systems, cell phones, GPS navigation, radio programs, maps and brochures, and/or information from places or people along the way to the byway. Internet access via smart phones, tablets, and laptops also is becoming an important navigational aid.

STAGE 3: ON-SITE

“WE’RE HEEEEERE!”

Visitors are navigating their way along the byway and finding its special places. Their tools in this stage may include gateway

signs, byway logo signs, directional signing to sites, orientation kiosks/signs on sites, GPS systems, cell phones, smart phones, radio programs, maps and brochures, podcasts, internet sites, wayside exhibits (interpretive) and/or information from places or people along the byway.

STAGE 4: POST TRIP

“THAT WAS A GREAT TRIP!”

Visitors have found their way back home, and once there they are recalling and reflecting upon their visit. Based on their experience, they may:

- Return to the byway again.
- Visit another byway.
- Share their experience with others, and encourage them to visit the byway through blogs and social media sites such as Facebook, Pinterest, FlickrR, and other methods.

This stage is aided by remembrances from their trip such as maps, brochures, items they purchased, and photos they took.

Providing an Effective Byway Guidance System

This chapter of the corridor management plan focuses primarily on Stages 1, 2, and 3 of the trip-making sequence. Strategies for marketing and promoting the byway, covered later in this chapter pertain primarily to Stages 1 and 2.

Focusing on the en-route and on-site stage of the trip, an effective byway guidance system should include:

- Entrances, exits, and gateways,
- Orientation stops,
- Repetitive route markers,
- Directions to planned stops, and
- Portable byway maps.

In addition, there are a variety of technologies that are carried in automobiles or hand-held by visitors that are now commonly used as travel guides. These include GPS systems, MP3 players, multi-functioning cell phones and smart phones with specific “apps” and navigation programs, satellite radio, and other technologies. Travelers are becoming more likely to carry pad-format computers and laptops on their journeys, where they can access travel information, podcasts and stories about places, and other tools.

However, it's important to note that not all travelers have access to these tools, and until they are universally available, it will continue to be important to provide a basic level of guidance and information to them via signs along the byway and portable maps and brochures. The Thurston guidance are good resources for visitors.

Signing and Wayshowing Recommendations

As a recommended action in this plan, the byway organization should prepare a detailed wayshowing and signing plan as one of the upcoming actions to be implemented from this corridor management plan. The wayshowing and signing plan will include designs for signs for the byway as well as a plan for locating the signs, following the general guidance in this corridor management plan. Specific recommendations for the Thurston Bountiful Byway related to pre-trip, en-route, and on-site guidance, including signing and wayshowing elements are provided below.

PRE-TRIP GUIDANCE

There is a wealth of information available to visitors to aid them in planning and preparing for their trip to the byway. Information is accessible through the Experience Olympia & Beyond website

and byway webpages, and is displayed in the printed traveler brochure developed annually by Experience Olympia & Beyond. With state and/or national designation, the byway would be recognized on a variety of other websites and in various publications. Experience Olympia & Beyond staff respond to traveler pre-trip inquiries and recommends trip itineraries, in addition to mailing the travel brochures to those who request them. All of this pre-trip guidance is critical in helping visitors enjoy their experience and should continue in the future.

EN-ROUTE AND ON-SITE GUIDANCE

As travelers make their way to the byway and while traveling along the routes of the byway, there are a variety of sign types that can guide them, described below.

- **SUPPLEMENTAL GUIDE SIGNS**—There is a need for additional “Thurston Bountiful Byway” supplemental guide signs to direct travelers to the official routes of the byway. These signs typically have a green background and must be designed in compliance with WSDOT requirements. The byway logo/emblem should be placed on these signs to enhance the sense of arriving at the scenic byway, along with specific

words (such as “Thurston Bountiful Byway” and/or the logo and with an arrow pointing to upcoming turns).

- **GATEWAYS (BYWAY ENTRANCE SIGNS OR MONUMENTS)**—The byway may choose to design and install specific signs or monuments, located at gateways and/or orientation hubs along the routes. If space is available for a wayside pull-off area near the gateway, a byway information kiosk could be provided to guide travelers in their journey.

Gateway signs/monuments should include the byway logo attached to a welcome panel or structure, along with identification of the region. There may be landscaping or other features, such as timber columns, stone bases, and other elements installed as part of the gateway feature.

Gateway signs/monuments and kiosks should be consistent in design across the entire byway and recognizable as being part of the byway, but should also be designed to blend with the specific setting where they are located (using a context sensitive design approach). They should be attractive, leaving a positive lasting impression with byway visitors.

Gateway signs may be back-lit, bottom-lit, or reflectorized for night

visibility. Where space allows for a wayside and kiosk to be developed, the kiosk should include a map of the entire byway and byway communities. Multi-modal travel routes (main byway, trails and bicycling routes, side tours, access to transit where relevant, downtown walking tour routes, etc.) should be illustrated on the maps.

In addition to the gateways installed upon approach to the byway, providing byway information at regional transportation hubs such as airports, ferry terminals, and visitor information centers in major metropolitan areas is important since these locations are also major portals to Washington and ultimately Olympia and the byway.

- **ORIENTATION HUBS WITH KIOSKS**— Orientation hubs are the places that visitors expect to find information while en-route or on-site as part of their trip, as well as the places that byway providers offer information to travelers. Orientation hubs should be easily recognizable, easy to find, and located with enough frequency that byway travelers can re-orient themselves along their route. It is common for information kiosks to be located at byway orientation hubs and for these hubs to be located in communities and activity centers along



Signage from the Washington Department of Natural Resources along the Byway.

the byway. Orientation hubs may have similar information as gateway locations with a distinctive, recognizable and attractive byway kiosk if space permits. The byway logo should be included on the kiosk, along with maps of the byway (one overall map and one enlarged scale map of the region). The kiosks should also be designed to display additional visitor information and interpretation pertaining to the region and specific site. Byway travelers should be able to view the kiosks and learn the locations of the byways guidance system (gateways and orientation hubs) as well as special

sites along the byway and the places they can go (in general) for services and accommodations such as lodging, food, restrooms, information, etc.) Generally, advertising of private businesses is not recommended on these signs (and is not permitted with federally funded signs through the byway program). This is because businesses are always changing, creating the need to update signs more frequently (which can be costly), and there can be appearance of fairness issues with showing some businesses but not others.

MAPPING EXISTING LOGO SIGNS ALONG THE BYWAY

A scenic byway logo is an emblem with a unique combination of words, colors, images, etc. that identifies a byway and symbolizes a memorable aspect of the experience of the byway. The logo should be based on a theme that characterizes the primary cultural/agricultural, historical, and/or natural resources representative around the byway and that are responsible for making the byway unique. The logo should visually communicate the identity quickly and clearly.

With expanding public awareness and familiarity, the logo can become a marketing tool to promote the corridor and its assets. The logo can provide an instant association between the route and marketing publications that promote the scenic byway and the special characteristics of the area. The byway organization may wish to display the byway logo in other ways throughout the byway, or reproduce the logo on products.

- **BYWAY TRAILBLAZER LOGO SIGNS (REPETITIVE ROUTE MARKERS)**—Scenic byway logo signs highlight the significance of the route as a scenic byway to travelers and may also identify it as a historically, culturally, and/or educationally significant route. The selected logo for the Thurston Bountiful Byway has already been in use and is found in various locations along the byway. Byway logo signs may also be called route markers, trailblazer or trailmarker logo signs, or confirmation/reassurance signs.

Byway logo signs consist of the byway logo fabricated as a sign and affixed to a standard post sign. The sign may be accompanied by other directional signs affixed to the same post. The minimum suggested size for the sign is 24 inches by 24 inches per WSDOT byway sign design guidelines (unless route marker signs are the smaller 18 inches by 18 inches along the specific route, in which case the byway logo sign should match that size).

Logo signs should be reflectorized for night visibility. The signs should be installed along the edges of the roadways of the byway, similarly to other directional signs.





Byway directional signage at the Moon Rd SW and Gate Rd SW intersection.

Also in accordance with WSDOT scenic byway sign standards, the logo sign should be placed along the byway at intervals of about 5 to 10 miles. Where possible, logo signs can be added to existing sign posts that already hold a directional sign. Consolidating signs along the byway will help to minimize visual intrusion.

In addition to the logo sign/route markers along the byways, it is also advisable to provide directional signing on roadways leading up to the byway (upon approach to the junction with the byway). These scenic byway route marker signs with arrows alert travelers that they are approaching the byway and that they should turn at the junction to follow the byway route.

Mapping Existing Logo Signs along the Byway

As part of creating the signing and wayshowing plan for Thurston Bountiful Byway, existing locations and conditions of byway logo signs should be mapped and documented along the routes to determine specifically where additional signs are needed. Many of the logo signs that do exist have been in place for a long time and may have some damage or fading colors. As the byway group considers upgrading the full system of signing throughout, it would be advisable to replace the older existing signs.

Other Signing and Wayshowing Considerations

The WSDOT Scenic Byway Logo Signing Guidelines state that only one logo per sign is allowed to avoid traveler confusion. This requirement is meant to ensure that travelers are not confused by multiple messages. In addition, a single byway logo is more likely to inspire confidence and achieve the desired outcome of byway identification. Multiple logos may be displayed on gateway signs only. Gateway signs provide a singular opportunity to educate the traveler about multiple logos and route identities. The transition between byways and coinciding labels should be made clear on gateway signs.

Placement of wayfinding logo signs and other types of signs along the byway will need to be closely coordinated with either Thurston County or the Washington State Department of Transportation (WSDOT) depending on the locations to ensure compliance with each agency's requirements. Ongoing coordination and communication with Thurston County and WSDOT on sign plan development, design of signs, and implementation of the signing and wayshowing plan (including in-the-field placement of signs) will be crucial.

- **ADVANCE WARNING SIGNS AND DIRECTIONAL SIGNS TO SPECIAL PLACES AND ORIENTATION HUBS**—These signs direct and orient visitors to their destinations along the land routes of the byway, assisting with wayshowing and identifying points of interest located along the byway or off the main route. (For example, side tour routes can be signed through directional signing placed on the byway in advance of the turn off points). Directional signs identify recreational opportunities, visitor services and facilities, cultural and historic sites, and other destinations and attractions along the byway, such as parks and museums. Directional signs can be installed in advance of byway information/orientation hubs and key sites along the land routes of the byway.

Brown and white recreational signs (and blue and white traveler information signs) are included in this category. These signs are typically placed in advance of sites and sometimes include a reference to the distance to the point of interest (i.e. “Heritage Marker - 1/4 mile ahead” with an arrow).

Avoiding too much sign clutter and visual intrusion of the landscape is an important concern. As such, placement of directional signs must be judicious. These signs should be designed and installed to be as non-intrusive to views and visual qualities as possible, while still being effective. Consider painting the back of these signs in a non-reflective neutral color, such as brown.

To avoid sign clutter, directions to less prominent destinations and attractions could be provided in brochures, pamphlets, and other information available at visitor information centers.

- **SIGNS AT SPECIAL PLACES AND ATTRACTIONS ALONG THE BYWAY/SITE MARKERS**—There are many special places and attractions along the byway. These are the places that will truly engage visitors in the experience of the byway and leave a lasting memory. These sites can be more directly linked with the byway in a number of ways:

Byway logos (small versions) can be provided on existing site signs or on new signs or interpretive displays developed at the site.

The sites can be identified as special places along the byway in maps and brochures and on websites.

Site markers, such as boulders or timber posts with small byway logos or simplified elements from the logo engraved or affixed as emblems can be located near the entrance to each site.

- **INTERPRETIVE SIGNS AND HISTORIC/HERITAGE MARKERS**—Interpretive signs, panels, and kiosks communicate something about special places and events that either currently exists or that existed in the past along the corridor. Interpretive signs are typically tied together through design and visual character to reflect an overall theme for the byway. They should be designed with a unifying style that is recognizable as a continuous element throughout the byway.

Interpretive signs and the structures that support the signs should be constructed of materials that complement the natural and cultural elements unique to the byway. Interpretive signs should be responsive

to context, setting, and special qualities of the sites, yet still provide unity to the overall byway.

Historic/heritage markers include signs or monuments that have been installed to mark an historical event or site. These signs usually provide less detail and illustration than an interpretive sign/panel. A system of historical signs or plaques can be designed to reflect the character of the era to which they relate.

Interpretive wayside exhibits are an excellent medium to tell travelers about the intrinsic value of the corridor. Multiple exhibits throughout the byway can be used to link various sites together through a strong theme and consistent design. Interpretive information can also be displayed on larger kiosks, along with traveler information and maps.

The byway logo can be included in a smaller size on the interpretive display infrastructure. Displays should use a consistent color scheme, format, and type style. Design of interpretive panels and displays within National Park Service would need to comply with the National Park Service Wayside Design Guidelines, which also include standards related to accessibility. Signs located within US Forest Service areas,



Example of an interpretive sign at Tumwater Historical Park

state parks, and on other publicly-managed lands will need to be designed and installed in accordance with the requirements of those agencies. Signs located within cities and towns are often subject to additional sign regulations of the city code.

- **BYWAY MAPS**—Visitors should be able to mentally embed or visualize the byway route as they travel along it. They should have a “cognitive map” of the byway in their heads as part of their experience. As such it is highly recommended that byway map graphics be developed in a similar style and be displayed repeatedly along the byway. North should always be positioned at the top or upper side of the maps for consistent visitor orientation.

At each gateway, orientation hub, and key site along the byway where maps are displayed (such as on kiosks), a prominent “you are here” label should be provided to orient visitors to where they are on the land route.

In addition to static displays of the map along the byway, byway maps should continue to be made available on websites. This allows visitors to

engage in pre-trip planning, and they can choose to print the maps and carry them along their trip as well. Continuation of print version byway maps in the travel guidebook will also be important. Portable byway maps to guide and orient visitors during a trip are essential.

Additional Guidance Related to Signing

A minimalistic approach should be taken with installation of new signs along the scenic byway. Only those absolutely necessary to communicate the byway identity and notify travelers of important sites should be provided (such as byway logo route markers and trailhead signs).

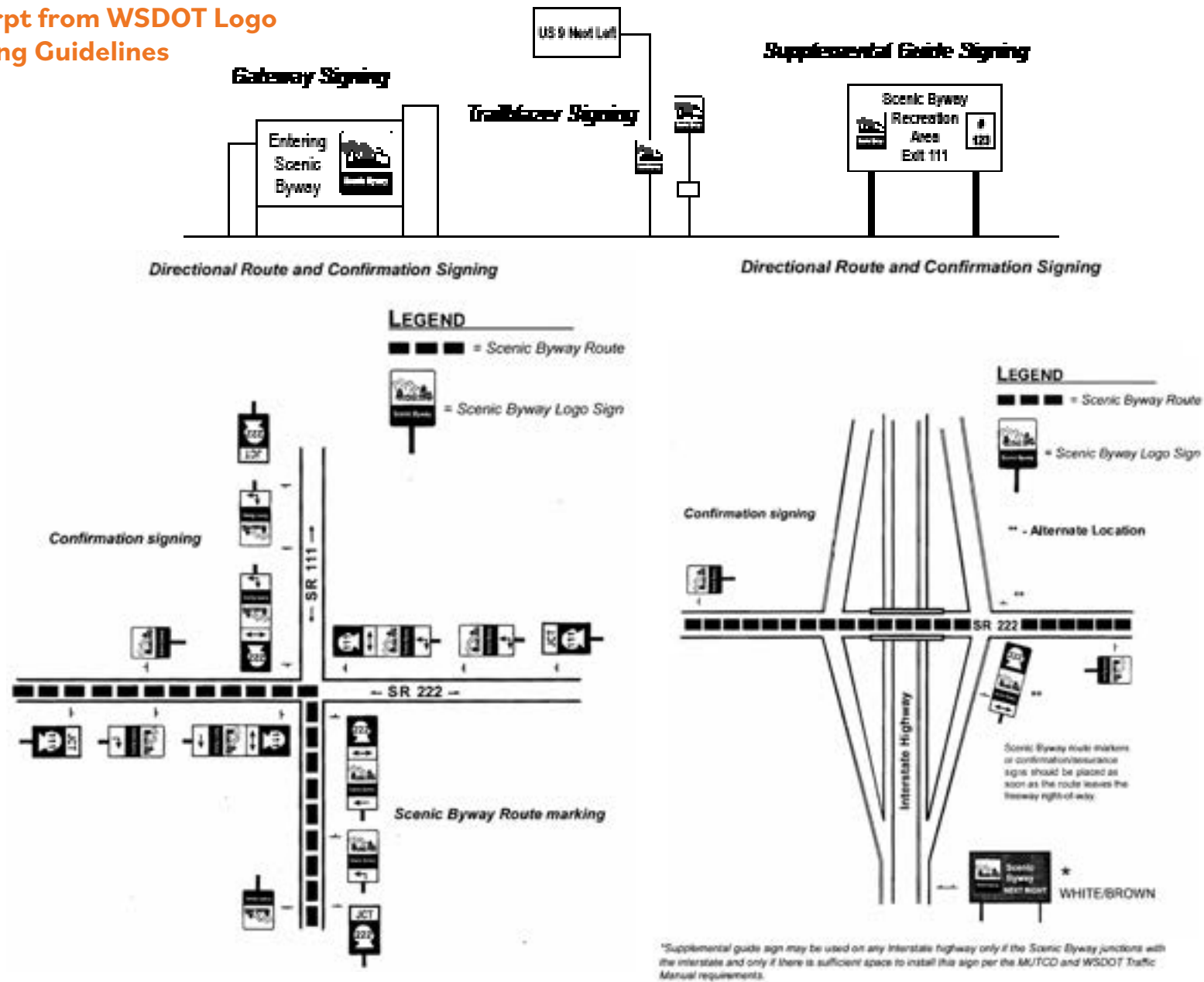
All signs should be easy to read and should clearly convey the intended information. Signs must be carefully designed and installed in accordance with all applicable local, state, and federal requirements to avoid creating hazards to drivers and bicyclists.

Any new or additional signs added along the byway should be carefully designed and placed to minimize intrusions on the scenic experience. They should be attractive, as well as informational and effective.

To avoid sign clutter, unnecessary, superfluous, and redundant signs should be avoided. Where possible, signs should be consolidated at one location. Where possible and practical, multiple signs should be located on a single sign post, as long as the information presented still conveys a clear message. With replacement of signs as part of ongoing maintenance, new signs should be consolidated as feasible.

Signs should identify and provide direction to points of interest and intrinsic qualities of the byway, but not necessarily all places and businesses along the corridor. Existing signs that are redundant and ineffective should be removed, consolidated, or improved.

Excerpt from WSDOT Logo Signing Guidelines



Compliance with Outdoor Advertising Controls and Regulatory Considerations

With designation as a state or national scenic byway, compliance with outdoor advertising controls are required. These controls prohibit billboards along scenic byways. In Washington, the Scenic Vistas Act of 1971, Chapter 47.42 RCW and Chapter 469-66 WAC, was enacted to promote and protect the natural beauty of areas adjacent to officially designated state scenic and recreational highways, as well as primary and interstate highways. The purpose of the Scenic Vistas Act was to promote the public health, safety, welfare, convenience, and enjoyment of public travel. The existence of the Scenic Vistas Act ensures that the byway will be in compliance with the FHWA requirement of no billboards and the presence of outdoor advertising controls.

In addition to the MUTCD and federal and state laws related to the placement of outdoor advertising that are administered by the Washington State Department of Transportation, cities and counties regulate signing and advertising through local ordinances. Local regulations at the county and city level also regulate outdoor advertising. Additional requirements that may be in place related to outdoor advertising will need to be confirmed with WSDOT as part of applying for state designation, or with FHWA prior to national designation.



Example of an interpretive sign at Mima Mounds Natural Area Preserve



Telling the Stories of the Thurston Bountiful Byway through Interpretation

The full history and interesting stories of the Thurston Bountiful Byway have yet to unfold through dynamic and vivid interpretive opportunities. Natural and cultural events across millennia shaped the unique sense of place here, as described in Chapter 3. The recommendations for interpretation and improvements at sites are presented at a high level in this plan, but would be further explored, designed, and detailed in future byway projects. Implementing interpretive projects, activities, and correlating site improvements will enhance experiences and build lasting memories for those who travel the byway. The byway eventually could develop a detailed interpretive master plan, and the information in this chapter of the corridor management plan provides a foundation for that future work.

The Purpose of Interpretation and Guiding Principles

Interpretation is the process of providing opportunities for people to personally and meaningfully connect with a place. Each person may connect in a different way. Some may connect immediately, while others may reflect on their experience later as part of their memory of the place. Through mission-based

communication, interpretation forges emotional and intellectual connections between the audience (in this case byway travelers) and meanings inherent to the resources along the byway. Interpretation can be conveyed through a variety of tools and methods to help inspire these connections and make them memorable.

The most effective interpretation translates information universally, so that it can be understood by people of all age groups and abilities. Interpretation should be creative, enjoyable, and interactive, conveyed through a variety of media including exhibits, visitor centers, electronic media technologies, audio/visual productions, publications, and personnel services such as guided hikes and tours. Interpretation can also help inspire an appreciation for the unique resources along the byway. Stewardship messages such as “leave no trace” and “tread lightly” can be integrated with interpretive messages.

Paul H. Risk, of Yale University, defines interpretation as:

“the translation of the technical or unfamiliar language of the environment into lay language, with no loss in accuracy, in order to create and enhance

sensitivity, awareness, understanding, appreciation, and commitment.”

Risk further states that “the goal of interpretation is a change in behavior of those for whom we interpret.”

In his early and influential study, *Interpreting Our Heritage*, Freeman Tilden defined interpretation as:

“an educational activity which aims to reveal meanings and relationships through the use of original objects, by first-hand experience, and by illustrative media, rather than simply to communicate factual information.”

Tilden explained that interpretation begins with facts and information, but then goes on to explore what those facts mean and how they relate to our everyday world. It uses spoken, written, and visual language to help the public see more clearly. Interpretation clarifies, explains, and even decodes and deciphers so the observer can begin to understand another time or generation. For Tilden, the goal of interpretation is “provocation.” Good interpretation raises questions and encourages visitors to seek for themselves the information they need to understand what they are seeing. This understanding leads to appreciation, which, in turn, leads to protection.

Improving Site Conditions to Support Interpretation

Along the byway, sites where interpretation will be provided via outdoor displays may also need various improvements. For example, interpretation should be fully accessible to the traveling public, and as such should be located on firm, stable surfaces that are accessible to people in wheelchairs.

Improving site conditions at these key locations where the stories of the byway will be conveyed is important. Providing a sufficient level of facilities and services for visitors will help to:

- Ensure a positive experience of the byway and inspire an appreciation for the byway;
- Make people feel welcome and encourage them to return; and
- Enhance the process of learning and engagement between people and resources.

In many cases, the land managers who own and maintain key sites along the byway (such as Washington State Parks, Washington Department of Natural Resources, Weyerhaeuser, and others) may also have interest in interpretation and future interpretive planning should engage these interests. They also may have resources and guidance that could be referenced with future development of the interpretive master plan and with future implementation of interpretive projects.



View from the Byway.

Interpretive Media Options

The most effective interpretation makes places come alive through brief and powerful communications. The best interpretation immediately gets to the core ideas—what is really significant and compelling about a place. It is important to avoid the tendency to over-interpret. Too many exhibits, signs, and displays and an over-abundance of non-historic elements placed at a site can detract from the experience by overwhelming people with too much information. This can inadvertently draw their focus and attention away from the place they are trying to experience. Interpretation should be just enough to inspire our imagination. The best interpretation leaves us wanting to learn more, wanting to explore further, and wanting to return again.

Interpretive media and the tools and methods that aid interpretation are constantly evolving. Advances in technology that allow people to carry hand-held devices to access information over the Internet and to download specific programs are rapidly changing the face of interpretation and the way we experience natural and cultural destinations. While traditional means such as static interpretive displays and brochures can be effective, the use of electronic technologies offers long-term

opportunities for more sustainable ways to tell the byway's stories. Descriptions of various types of interpretive media are provided in the following paragraphs.

INTERPRETIVE PANELS/ DISPLAYS

Thematically-designed interpretive panels can identify, describe, and illustrate a variety of site-specific messages. The best interpretive displays are highly illustrative, relying more on pictures and graphics to tell the stories than extensive text. Maps and photographs integrated into these displays help connect people to the places they are learning about. There are a variety of technologies available for creating interpretive panels and displays, including digital methods that are very cost effective and can be easily updated and refreshed over time.

Interpretive panels can be displayed in a number of ways, including on low-profile pedestals and upright kiosks. Low-profile displays allow the opportunity for visitors to view and connect with the landscape being interpreted, and they also minimize impacts to scenic qualities. Kiosks are useful in covering multiple display functions and allowing more capacity for viewing. They are best placed in areas where visual intrusion is not an issue and where there is good pedestrian circulation and access.

BROCHURES, GUIDES, MAPS, AND WEBPAGES

Brochures, guides, and maps can be designed and published to cover a number of different topics and themes. An overall scenic byway brochure/guide together with maps can highlight places of interest as well as present stewardship and interpretive messages. Specific brochures can highlight special touring experiences (such as "Farms and Barns" and "Arts and Culture"). Brochures can also provide information about natural areas and wildlife, historic sites and heritage, and other topics. Byway visitors can be directed to hiking trails and other recreational experiences. Some people prefer printed materials, but being more resourceful and minimizing waste and energy use are part of being sustainable. As much as possible, brochures, guides, and maps should be made available online so visitors can access them through hand-held devices and personal computers. They can then download and print the portions that they are interested in if they choose. The current Thurston Bountiful Byway brochure provides helpful information for visitors, but it is not meant as an interpretive guide. Specific interpretive guides and/or webpage displays can be developed to supplement the brochure.

LIVE INTERPRETIVE PROGRAMS/ LIVING HISTORY REENACTMENTS/ DEMONSTRATION PROGRAMS

Living history and reenactment programs, sometimes hosted by museums and national parks, help to build an understanding of what life was like during historical periods of time. These are great assignments for volunteers who are knowledgeable about their region's history (and have access to period costumes).

MODERN DEMONSTRATIONS OF AGRICULTURAL OPERATIONS, ARTS, CRAFTS, AND CULTURE

Interpretive methods that celebrate today's ways of life at sites along the byway will provide authentic experiences for visitors. Examples include immersing visitors in agricultural activities and festivals with local crafts. Providing interpretation with these activities helps to further enrich the experience.

AUDIO/VISUAL/DIGITAL/ ELECTRONIC MEDIA

Audio and/or visual media, which may include DVDs, CDs, downloadable programs and podcasts, videos on Youtube, or other types of media can convey a variety of interpretive information to visitors. Some video and audio recordings are already available

for portions of the byway. Audio/visual media should be centered on a theme. For example, programs could focus on the natural environment, on historical stories and structures still present, and on today's lifestyles and cultural activities.

As the byway organization plans toward sustainable methods for interpretation, it should consider how to implement more online, downloadable programs. Conveying interpretation electronically through Internet and smart phone links and applications (such as QR codes displayed at key story points along the byway) can be an effective means in reaching more technically savvy travelers.

While internet access and cellular phone connections are limited in some areas around the byway, technology is rapidly improving all the time and most areas of the byway have access that would allow visitors to download before proceeding to more remote areas. A "waypoint" or expanded "listening post" story program focused on conveying local history and cultural themes accessible at key points around the byway could be explored.

SELF-GUIDED TOURS

Self-guided tours provide another opportunity to interpret the byway. Visitors and residents can take self-guided tours using shuttle services where



Existing interpretive kiosk located at the Glacial Heritage Preserve, along the Byway.



available, bicycles, or their own vehicle, stopping at various sites along the byway. Self-guided tours can be accompanied by a brochure or through website materials that can be printed. "Farms and Barns," "Arts and Culture," "History and Heritage," "Birds and Wildlife," "Outdoor Recreation," "Watchable Wildlife," "Stewardship and Volunteering Opportunities," and others are all potential topics for self-guided tours.

MULTI-LINGUAL INFORMATION

Information and interpretive media for non-English speaking visitors should be

provided as practicable. For example, audio media could be translated in multiple languages. Using international pictograms and icons in traveler information is also important. Most travelers from abroad speak and understand a basic level of English. Conveying information in concise, easy-to-read language that emphasizes key points to travelers and through illustrations that communicate important information to everyone, no matter what their native language may be, are important keys to successful communication with multi-lingual visitors, as well as people of all ages and abilities.

Washington State Scenic and Recreational Highways Strategic Plan, 2010-2030

In addition to the public land managers discussed above, The Washington State Department of Transportation (WSDOT) serves an important role in ongoing management of the scenic byway. WSDOT created a strategic plan for the state's Scenic and Recreational Highway system. The strategic plan establishes goals and performance measures consistent with the state's transportation policy goals (RCW 47.04.280), and:

- Provides guidance to WSDOT programs.
- Informs other planning efforts such as the Washington Transportation Plan.
- Increases awareness of the value of the state scenic system.
- Fulfills the need to include a Scenic and Recreational component in the Multi-Modal Transportation Plan as required by state law (RCW 47.06).

Because Washington's Scenic and Recreational Highways are part of the state transportation system, all associated programs and efforts must be consistent with the Transportation Policy Goals described in State law (RCW 47.04.280). The strategic plan establishes goals and performance measures for three of the state's transportation policy areas including:

- **SAFETY:** Increase traveler safety through traveler services on Washington's Scenic and Recreational Highways.
- **MOBILITY:** Enhance public access to scenic and recreational resources associated with the state's Scenic and Recreational Highways.
- **ENVIRONMENT:** Compliance with applicable existing environmental requirements (already in place).

Reliable existing data was available to support the performance measures associated with the Safety and Mobility goals, above. However, to measure progress toward the environmental goal, WSDOT identified additional data needs and contracted with the University of Washington (UW) to compile the data. In an independent study directed at the UW, a "Resource Planning Index" was created based on data from other state agencies, counties, and other sources.

Ongoing Coordination with WSDOT and Thurston County

In addition to planning for and managing the state highway system, WSDOT manages the sign program along the state highway routes to ensure that travelers are provided with the information they need, without adding redundancy and too much detail. Traveler safety is a principal concern.

WSDOT provides specific guidance for scenic byways in the document Scenic Byway Logo Signing Guidelines, developed in 2007. While excerpts of this guidance are included in this chapter of the corridor management plan, it is recommended that Experience Olympia & Beyond coordinate with WSDOT to confirm specific current requirements, as these may be outdated. Close coordination with WSDOT and Thurston County will be needed for future sign planning, design, and implementation projects on those routes of the byway that are state or county-managed.

Any requests for additional signs or for adding information to existing signs will be required to go through WSDOT for state highway routes and Thurston County for county routes. The byway organization will need to coordinate closely with each agency's signing specialists.

Signing and Wayshowing Master Planning and Implementation Process

The following steps are recommended for developing a Wayshowing and Signing Master Plan/Program for the byway:

1. Pursue funding for development of the signing and wayshowing master plan and implementation of the signing and wayshowing program (could be funded in two phases).
2. Assign a “Signing and Wayshowing” subcommittee for the byway with members who can focus on signing analysis, needs, and design suggestions.
3. Continue use of the existing byway logo design and branding identity, but the design could be slightly refreshed/updated if desired.
4. Confirm the design of kiosks, gateway signs, site signs, and other types of signs and features to be installed along the byway.
5. Confirm the inventory of existing signs along the byway and identify redundancies, unnecessary signs, damaged signs that need to be replaced, and additional signing needs.
6. Develop a coordinated signing and wayshowing master plan that includes adding, consolidating, and removing signs.
7. Coordinate with the Washington State Department of Transportation to confirm specific design requirements and procedures for fabrication and installation of byway logo signs, gateway signs, supplemental guide signs, and advance warning signs.
8. Coordinate with public land managers (Washington State Parks and Recreation Commission, Washington Department of Natural Resources) and local counties and cities to ensure the sign program is developed in accordance with all applicable federal, state, and local requirements and to address signing and wayshowing needs that land managers may have for their sites.
9. Coordinate the design, fabrication, and installation of the signs, gateway features, and other elements. As designs are developed, evaluate and confirm that the designs represent the character and experience of your byway in an effective and professional manner. Make sure the appropriate level of information is provided and avoid trying to provide too much information. Obtain necessary permits and approval for installation of signs and gateway monuments.
10. Continue ongoing coordination with WSDOT and other jurisdictions related to sign maintenance.
11. Periodically survey byway visitors to monitor the success of the Signing and Wayshowing Program to answer the following questions:
 - Are visitors able to find their way to and from and along the byway
 - Do they understand what key sites are part of the byway experience?
 - Is the byway identity being conveyed strongly enough?
 - Is directional signage sufficient to alert and safely lead byway travelers to approaching attractions or to side roads leading to byway destinations?
 - Are scenic byway logo signs/route markers placed at a frequent enough interval?
 - Are there conveniently located places where travelers can stop and view maps to become oriented to the byway?

Benefits of Implementing the Signing and Wayshowing Program

Implementing a signing and wayshowing program will provide travelers and residents with an informative and attractive series of signs and wayshowing features along the byway that will supplement the existing signs, including existing regulatory and advisory signs. Consolidation of existing and potential future signs will help to minimize visual intrusion. Use of byway logo on trailblazer signs, gateway signs, kiosks, and other elements will reinforce the identity of the scenic byway and make visitors aware they are on the byway.

Proposed Signing and Interpretive Projects

Following is a more detailed work plan for proposed projects involving planning, designing, and implementing signing and interpretive improvements along the byway. These projects may be some of the first activities to proceed with after development of this corridor management plan. These projects are also listed in the action plan in Chapter 7 as high priority actions to be completed. Four major projects/elements are anticipated:

- Preparation of a signing and wayshowing master plan with sign design templates
- Preparation of an interpretive master plan with design templates and guidelines
- Implementation of the signing and wayshowing improvements recommended in the master plan (gateway signs/monuments, additional byway logo signs, and guide signs)
- Implementation of an interpretive waysides project (interpretive and information kiosks at specific locations, perhaps one in each major community, and/or other potential locations could include major public sites and pull-off areas on approach to the byway).

There are benefits related to completing both the signing and wayshowing master plan and the interpretive master plan as one planning effort, including facilitating a coordinated approach to signing. However, these could be completed as separate projects or in phases, depending on available funding. Implementation will involve final design and fabrication, permitting and approvals, and installation/construction of interpretive, wayshowing, and signing elements along the byway. Implementation costs will be higher than plan development because they include materials and labor for constructing elements such as kiosks, gateway signs, and trailblazer logo signs, as well as regulatory and environmental costs associated with installation.



Visitors reading interpretive signage at Brewery Park in Tumwater, WA.

PURPOSE AND GOALS

The overall purpose for completing these projects would be to create a more memorable and lasting impression of the byway, improve visitor orientation, and broaden awareness of the full experience of the byway, promoting the opportunities associated with various areas along the byway and encouraging visitors to extend their stay for multiple days. Key goals include the following:

- Create a cohesive identity throughout the byway so that visitors understand where they are and that they are enjoying one part of a whole experience.
- Aid visitors in navigating the multiple routes.
- Build and strengthen the byway brand/name.
- Provide interpretive and educational opportunities for visitors associated with the unique qualities and resources of the byway.
- Identify site-specific interpretive themes and opportunities that fit within the overall themes of the byway.

Specific Work Plan for the Signing and Wayshowing Master Plan and Design Templates

This component of work will cover development of a detailed signing and wayshowing master plan as well as design templates for scenic byway logo and gateway signs to be installed along the byway. The templates will provide the graphic design and layout for the interpretive and information panels, as well as design development details for bases, stands, kiosks, and other infrastructure proposed to support interpretation at sites along the byway.

SUGGESTED MASTER PLAN OUTLINE

It is recommended that the wayshowing master plan include the following information:

I. PURPOSE OF THE MASTER PLAN AND OVERALL GOALS (LINKED WITH CMP GOALS)

- a. Overall purpose of the plan
- b. Desired outcomes and goals that will be achieved with plan implementation

II. PLANNING PROCESS

- a. Overview of the process and steps to create the plan

- b. Schedule/timeline
- c. Participants/Contributors

III. PUBLIC INVOLVEMENT AND COMMUNITY OUTREACH

- a. Activities during the planning process
- b. Summary of input and ideas received

IV. VISITOR ANALYSIS

- a. Characterized based on existing data and information
- b. Demographics and characteristics of visitors
- c. Needs and expectations of visitors

V. EXISTING CONDITIONS SUMMARY (DRAWN FROM CORRIDOR MANAGEMENT PLAN)

- a. The overall experience of the byway
- b. A summary of each Byway community
- c. Summary and mapping of existing signing inventory (from CMP)

VI. PROPOSED SIGNING AND WAYSHOWING NETWORK (DRAWN FROM CORRIDOR MANAGEMENT PLAN)

- a. Network/framework for wayshowing including signs, gateways, and other guide signs along the byway, following the WSDOT Scenic Byway Signing Guidelines for state-managed routes and Thurston County requirements for county-managed routes

VII. WAYSHOWING AND SIGNING PROGRAM AND PROJECT RECOMMENDATIONS

- a. Proposed logo sign locations (every ten miles minimum and supplemental guide signs), estimated costs and approval installation process
- b. Proposed gateway sign/monument locations, estimated costs, and approval/installation process

VIII. DESIGN GUIDELINES AND TEMPLATES

- a. Contextual analysis
- b. Design templates (tying in with interpretive master plan design guidelines and templates)
- c. Design development details for sign installation
- d. Other important information and considerations related to implementation (checklist)

IX. MONITORING AND EVALUATION PROCEDURES

- a. Procedures for periodic review of on-the-ground signage and replacement
- b. Determining the ongoing success of the plan

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- a. References and resources, including WSDOT Scenic Byway Signing Guidelines

SUGGESTED PROCESS

- **TASK 1**— Project Kick-off and Ongoing Project Management and Coordination
- **TASK 2**— Public, Stakeholder, and Community Engagement (assumes workshops with stakeholders and public meetings)
- **TASK 3**— Review of Existing Conditions and Background Plan
- **TASK 4**— Identify Wayshowing Needs and Locations for Signing
- **TASK 5**— Develop Preliminary Draft Wayshowing Master Plan
- **TASK 6**— Advance to Draft Wayshowing Master Plan
- **TASK 7**— Finalize Signing and Wayshowing Master Plan

DELIVERABLES

- Preliminary draft signing and wayshowing master plan and design templates for Experience Olympia & Beyond review
- Draft signing and wayshowing master plan and design templates for public review
- Final signing and wayshowing master plan and design templates for posting online and reference during implementation



Yelm-Rainier-Tenino Trail at the Tenino Depot Museum.

- Presentation materials for stakeholder workshops and public meetings to present preliminary draft master plan

SCHEDULE

The above work could be accomplished within 9 to 12 months.

Specific Work Plan for the Interpretive Master Plan and Design Templates

This component of work will cover development of a detailed interpretive master plan as well as design templates for interpretive kiosks and wayside displays to be installed along the byway. The templates will provide the graphic design and layout for the interpretive and information panels, as well as design development details for bases, stands, kiosks, and other infrastructure proposed to support interpretation at sites along the byway.

SUGGESTED MASTER PLAN OUTLINE

It is recommended that the interpretive master plan include the following information.

I. PURPOSE OF THE MASTER PLAN AND OVERALL GOALS (LINKED WITH CMP GOALS)

- a. Overall purpose of the plan
- b. Desired outcomes and goals that will be achieved with plan implementation

II. PLANNING PROCESS

- a. Overview of the process and steps to creating the plan
- b. Schedule/timeline
- c. Participants/Contributors

III. PUBLIC INVOLVEMENT AND COMMUNITY OUTREACH

- a. Activities during the planning process
- b. Summary of input and ideas received

IV. VISITOR ANALYSIS (INTERPRETIVE AUDIENCE)

- a. Characterized based on existing data and information

- b. Demographics and characteristics of visitors
- c. Needs and expectations of visitors

V. EXISTING CONDITIONS SUMMARY (DRAWN FROM THE CORRIDOR MANAGEMENT PLAN)

- a. The overall experience of the byway
- b. A summary of each Byway community
- c. Key interpretive sites

VI. NETWORK OF INTERPRETIVE OPPORTUNITIES AND INTERPRETIVE THEMES

- a. Network of interpretive opportunities – framework for interpretation
- b. Overarching themes
- c. Site specific themes for key locations

VII. INTERPRETIVE PROGRAM AND PROJECT RECOMMENDATIONS/ ACTION PLAN

- a. Overall interpretive recommendations for the Thurston Bountiful Byway: programs and strategies
- b. Project and site specific recommendations for the next ten years (project and activity summaries, cost estimates, and anticipated permitting requirements)
- c. Materials, media and design precepts for each project
- d. Staffing and volunteer support for each project as known/applicable
- e. Partnership arrangements and funding opportunities for implementation of each project (often formatted in a matrix)

VIII. DESIGN GUIDELINES AND TEMPLATES

- a. Contextual analysis
- b. Elements of continuity for the entire byway for interpretive graphics and infrastructure
- c. Elements of distinction for interpretive graphics and infrastructure
- d. Specific design templates (graphics, colors, fonts, etc.) for interpretive



and informational panels (color and font palette; graphic resources list)

- e. Design development details for structures, kiosks, materials, finishes, and maintenance (materials palette)
- f. Other important guidance related to design and installation (checklist)

IX. MONITORING AND EVALUATION PROCEDURES

- a. Procedures for periodic on-the-ground review and replacement
- b. Determining the ongoing success of the plan

X. APPENDIX

- a. References and Resources

SUGGESTED PROCESS

- **TASK 1**— Project Kick-off and Ongoing Project Management and Coordination
- **TASK 2**— Public, Stakeholder, and Community Engagement (assumes workshops with stakeholders and public meetings)
- **TASK 3**— Review of Existing Conditions and Background Plan
- **TASK 4**— Identify Interpretive Opportunities and Themes
- **TASK 5**— Develop Preliminary Draft Interpretive Master Plan

- **TASK 6**— Advance to Draft Interpretive Master Plan
- **TASK 7**— Finalize Interpretive Master Plan

DELIVERABLES

- Preliminary draft interpretive master plan and design templates for Experience Olympia & Beyond review
- Draft interpretive master plan and design templates for public review
- Near final interpretive master plan for Experience Olympia & Beyond review
- Final interpretive master plan and design templates for posting online and reference during implementation
- Presentation materials for public meetings to present preliminary draft master plan

SCHEDULE

The above work could be accomplished within 9 to 12 months. If the interpretive master plan is completed concurrently with the signing and wayshowing master plan, the full estimated schedule for completion would be 12 to 15 months.

Specific Work Plan for the Implementation of Signing and Wayshowing Improvements

SUGGESTED PROCESS

- **TASK 1**— Project Kick-off and Ongoing Project Management and Coordination
- **TASK 2**— Facilitate Maintenance Agreement with WSDOT, Thurston County, or local jurisdiction, as Applicable
- **TASK 3**— Permitting and Approvals; Ongoing coordination with WSDOT, Thurston County, or local jurisdiction
 - » Review sign locations with the jurisdiction responsible for permitting; make adjustments as needed
 - » Conduct environmental review; cultural and natural resources assessment
 - » Obtain necessary permits as applicable
- **TASK 4**— Finalize Sign Panel Graphics and Coordinate Fabrication
 - » Create production-ready sign panel graphics for logo signs, supplemental guide signs, and gateway signs
 - » Coordinate fabrication by sign shop (WSDOT or other); confirm costs for fabrication
- **TASK 5**— Coordinate and Oversee Sign Installation (by WSDOT, County, or Private Contractor)



- » Confirm installation procedures; could be provided as in-kind match for grant; confirm costs for installation

ANTICIPATED DELIVERABLES

- Project management and mobilization
- Final design and construction documents
- Permitting and approvals and environmental compliance work
- Gateway signs/monuments

- Trailblazer logo signs (one every five miles plus extra to have in stock)
- Supplemental guide signs for entering routes or upcoming turns on the byway

SCHEDULE

The above work could be accomplished within 10 to 12 months, assuming that signs are installed in already disturbed areas.

Specific Work Plan for the Implementation of Phase 1 of the Interpretive Master Plan

This project, as Phase 1 of implementing the interpretive master plan, would involve design and installation of distinctive kiosks for information and interpretation located in nine different places along the byway. It is assumed that the kiosks would allow for double-sided viewing and would support four large graphic panels (two on each side). Some minimal paving or accessibility improvements are assumed around the base of each kiosk, but for the most part sites that are already improved would be selected for the kiosk locations (such as existing visitor waysides/overlooks, safety rest areas, etc.).

SUGGESTED PROCESS

- **TASK 1**— Project Kick-off and Ongoing Project Management and Coordination
- **TASK 2**— Identify Site Locations and Organize Agreements with Public Land Owners (Such as WSDOT, US Forest Service, NPS, Local Jurisdictions, etc.)
- **TASK 3**— Permitting and Approvals for Each Site
 - » Conduct environmental review; cultural and natural resources assessment
 - » Obtain necessary permits as applicable

- **TASK 4**— Finalize Sign Panel Graphics and Coordinate Fabrication
 - » Create production-ready sign panel graphics for interpretive and information panels (four panels at least 30" x 40" size)
 - » Coordinate fabrication by interpretive panel vendor
- **TASK 5**— Coordinate and Oversee Installation of Kiosks/Waysides Improvements Sign Installation by Private Contractor

ANTICIPATED DELIVERABLES

Nine double sided kiosks – uniquely designed to convey byway character and fit cohesively in each byway setting; for each kiosk assume:

- Final of four graphic panels for each
- Fabrication and delivery of graphic panels
- Materials and labor for construction of kiosks and minor site improvements
- Project management, permitting and approvals for each site as well as coordinating the bidding process

SCHEDULE

The above work could be accomplished within 10 to 12 months assuming that kiosks and displays are installed in already disturbed areas.



Public art in Olympia, WA.

Interpretive Planning and Design Checklist

As the Thurston Bountiful Byway proceeds with interpretive planning and design projects in the future, the checklist on pages 86 through 88 of this chapter provides helpful information to assist the process.

Interpretive Planning and Design Checklist

	ACTIVITY	YES	NO	N/A	TEAM MEMBER(S)
1 Know Your Visitors	Have the main visitor groups been identified?				
	Have visitors' likely interests and needs been documented?				
	Have visitors' previous experiences and knowledge been considered?				
2 Develop Topics, Themes, and Messages for the Project Site	Have the major topics been identified?				
	Have core themes and messages based on the topics been developed?				
	Are the themes and messages clearly stated?				
	Are the themes and messages supported by stories and facts?				
3 Conduct Research, Gather Information, and Write Interpretive Content	Have catchy titles been used to attract visitors' attention?				
	Is the content clearly organized?				
	Do the written interpretation and supporting graphics clearly reinforce the messages and concepts discussed?				
	Have metaphors, analogies, and personal stories been used to present information?				
	Is the information presented accurate and up-to-date?				
	Is the content interesting and thought-provoking?				
	Does the interpretation encourage visitors to solve problems and/or make decisions?				
	Does the content engage visitors' emotions?				
	Has humor been used where appropriate?				
	Do signs and displays ask visitors stimulating and appropriate questions?				
	Does the interpretation suggest ways in which new information can be integrated into visitors' daily lives?				
4 Match Content to Visitors	Is the information relevant for the target audience?				
	In particular, does it "connect to" their previous knowledge and experiences?				
	Does interpretation build on experiences visitors may have had at other sites/attractions in the area?				
	Is the interpretation sensitive to the different social and cultural backgrounds of visitors?				
	Does the interpretation take into account the needs and limitations of special groups (e.g., families, visitors with disabilities, etc.)?				
5 Assess Readability	Are sentences short and easy to understand?				
	Does the level of language match the reading ability of the target audience?				
	Are there any sentences that could have double meanings or be interpreted in a manner not intended?				

Interpretive Planning and Design Checklist, Continued

	ACTIVITY	YES	NO	N/A	TEAM MEMBER(S)
6 Design and Format Interpretive Panels in Accordance with Design Guidelines	Have you selected the design style and coordinated with the scenic byway partnerships as well as the local jurisdiction, where specific design guidelines and standards may apply?				
	Is the font and size of text easy to read?				
	Is the text well spaced?				
	Do the text colors, fonts, and formatting adhere to the design guidelines for the byway?				
	Do the colors chosen for text, illustrations, and background match the interpretive display's content and tone?				
	Do illustrations match and enhance the content?				
	Are illustrations clear and easy to see?				
	Are photographs of high enough quality to reproduce well at the final size?				
	Does the placement of text and illustrations look balanced?				
	Are the colors used appropriate for the available lighting conditions?				
	Refer to the design guidelines later in this chapter for other requirements.				
7 Assess Accuracy	Has the spelling of all text been checked electronically and thoroughly proofread?				
	Have all facts presented been checked and verified?				
	Has written permission been obtained for the use of photographs and illustrations?				
	Have artists and/or copyright owners been credited for the use of their work?				
8 Base/Stand Designs and Pre-Production Quality Review	Do the materials specified reflect the "look and feel" of the sign/display content and adhere to the design guidelines for the byway?				
	Are the materials durable enough for the intended purpose?				
	Have issues of maintenance, vandalism, and longevity been considered?				
	Are the materials appropriate for the site and weather conditions?				
	If sensitive archaeological resources are present, have you considered using a base/stand design that won't require excavation? (such as electronic interpretation or displays mounted on rocks or logs on top of the ground)				
	Are the design details and specifications for materials, fastenings, and hardware sufficient for heavy-duty, outdoor use and conditions?				
	Refer to the design guidelines in this chapter for additional requirements and considerations.				
9 Fabricate Interpretive Panels and Bases in Accordance with Design Guidelines					

Interpretive Planning and Design Checklist, Continued

	ACTIVITY	YES	NO	N/A	TEAM MEMBER(S)
10	Inspect Workmanship and Accuracy of Interpretive Panels and Bases Immediately Upon Receipt from Vendor				
11	Field Check				
	Will displays be placed where visitors will see them (e.g., in direct line of vision, at natural stopping points)?				
	If displays aren't directly in front of the attraction, are they within easy viewing distance and clearly matched to the feature/s being described?				
	Could some visitors (e.g., children and those in wheelchairs) have difficulty accessing signage and/or interactive displays?				
	Is there enough space for people to view the displays in comfort?				
	Have seats/benches been provided where appropriate?				
12	Prepare Site Plan				
	Does the site plan drawing show the detailed location of each display and the direction it faces?				
	Does the drawing specify key materials, distances, and dimensions (e.g., the distance from sign posts to the edge of pavement [or road centerline], measured distance between displays and nearby landmarks, the height of the top edges of the sign and sign bases, and the depth of footings)?				
	If any site environmental approvals, special permits, and/or plan design certification(s) are necessary (e.g., cultural resource clearances, SEPA/NEPA, biological assessments, traffic engineering, structural engineering, architecture, landscape architecture), have they been prepared and submitted for approval?				
13	Install Interpretive Displays				
	Have the required permits been obtained prior to installation?				
14	Inspect Workmanship and Accuracy of Interpretive Panels and Bases Installation Immediately Upon Completion				
15	Announce the Opening of the Interpretive Site				
	Submit press releases announcing the project's opening and describing it to news organizations, tourism-related organizations and agencies, the National Scenic Byways Program, and others as appropriate. Don't forget to celebrate successful completion of your project!				

General Design Guidelines for Roadside Elements

As documented in this corridor management plan, the byway has cultural/ agricultural, historic, scenic, natural, and recreational intrinsic qualities. Designing roadside elements in a manner that complements and enhances these qualities will enhance the byway's character.

The byway encompasses a diversity of landscapes including farms and fields, rolling hills, river valleys, forests, unique geologic conditions such as the Mima Mounds, prairies and meadows, rural pockets of development, homesteads, working farms, orchards, vineyards, and cities and towns. Roadside elements need to be designed to fit each context and setting where they are being installed. Local, state, and federal design standards and requirements will need to be referenced as applicable.

APPLICABILITY OF THE DESIGN GUIDELINES

As projects and improvements are implemented along the byway, planners and designers involved with those efforts can refer to these guidelines for design examples and concepts, which are responsive to and consistent with the byway's existing visual character.

The intent of providing these is not to strictly regulate or mandate design approaches, but rather to guide, encourage, and set the stage for how byway elements and roadside improvements could be designed and implemented.

These guidelines will be most applicable to improvements along and within the scenic byway right-of-way.

DESIGN RESOURCES AND REQUIREMENTS

There are several helpful resources available to planners and designers involved in developing roadside elements along the scenic byway:

- *Wayside Exhibits, A Guide to Developing Outdoor Interpretive Exhibits*, National Park Service
- *Scenic Byways—A Design Guide for Roadside Improvements*, USDA Forest Service and US Department of Transportation
- *The Built Environment Image Guide for the National Forests and Grasslands*, USDA Forest Service

Planners and designers also will need to reference all applicable local, state, and federal design standards and requirements, including:

- National Park Service, US Forest

Service, and Washington State Parks and Recreation Commission requirements for projects adjacent to or within their managed lands

- International Building Code, as well as Americans with Disabilities Act Accessibility Guidelines (ADAAG) and Outdoor Developed Area Accessibility Guidelines (ODAAG)
- American Association of Highway and Transportation Officials (AASHTO) Design Guides, Including A Policy on Geometric Design of Highways and Streets (the Green Book), A Guide For Achieving Flexibility in Highway Design, Guide for Planning, Design, and Operation of Pedestrian Facilities, and Guide for the Development of Bicycle Facilities
- WSDOT Scenic Byway Logo Signing Guidelines, Design Standards, and other applicable requirements for improvements along state highways
- Cultural resource preservation requirements that apply to all federally funded projects and require consultation with Native American tribes of the region, as well as the State Historic Preservation Officer
- Other requirements that may be applicable to the specific site/location depending on ownership and jurisdiction including county and city requirements

OVERALL GUIDING PRINCIPLES FOR PLANNING AND DESIGN

The following overall guiding principles apply to the planning and design of roadside elements along the scenic byway.

- Enhance the existing scenic qualities and visual character of the byway and surrounding visible landscapes through context-sensitive design approaches.
- Strengthen the presence of and create a consistent “brand identity” in ways that enhance the visitor experience and leave a positive memorable impression of the byway.
- Provide aesthetic cohesiveness in the selection of materials, colors, and design styles for development of roadside elements and new features along the byway.
- Provide features that will help guide visitors/travelers and promote recognition of the byway.
- Improve safety for byway travelers through enhanced wayshowing elements and wayside improvements.

THE IMPORTANCE OF CONTEXT SENSITIVE SOLUTIONS

Improvements within the scenic byway right-of-way, along the roadside, or on lands visible from the byway can affect the

scenic qualities and visual characteristics of the corridor. Applying a context sensitive approach in design can help in avoiding or minimizing impacts to these scenic qualities.

• WHAT ARE CONTEXT SENSITIVE SOLUTIONS?

Context sensitive solutions (CSS) result from a collaborative, interdisciplinary approach that involves all stakeholders in providing a design solution that fits its setting. For transportation and roadside improvements, it is an approach that leads to enhancing scenic, aesthetic, historic, community, and environmental resources, while improving or maintaining safety, mobility, and infrastructure conditions.

• HOW DO YOU REACH CONTEXT SENSITIVE SOLUTIONS?

1. Strive towards a shared stakeholder vision to provide a basis for decisions.
2. Demonstrate a comprehensive understanding of contexts.
3. Foster continuing communication and collaboration to achieve consensus.
4. Exercise flexibility and creativity to shape effective solutions, while enhancing community and natural environments.

• WHAT FEATURES DO THESE GUIDELINES APPLY TO?

There are a variety of structures and improvements that may be designed along the byway that will be visible from the highway and as such, could affect scenic qualities if not designed properly. These include:

- » Wayside pull-off areas that might have kiosks and/or interpretive panel displays
- » Comfort stations/travelers rest stops
- » Scenic overlooks/viewing areas
- » Guardrails
- » Signing and wayshowing elements along the highway, including site signs and markers
- » Gateway treatments
- » Fencing and walls
- » Picnic areas/shelters
- » Trailhead improvements/trail markers

SUSTAINABLE PLANNING AND DESIGN

Sustainability is an important consideration in planning and design of byway projects. Sustainable design balances human needs with the carrying capacity of the natural and cultural environments, avoiding or minimizing impacts to those environments.

Sustainable design creates optimum and harmonious relationships between people and their environments. It allows opportunities for people to experience scenic qualities, natural habitats, wildlife, and plants with minimal effects on them.

The rural character and natural and scenic areas of the byway attract visitors. In providing facilities and activities for visitors, special care must be taken to not destroy the very resources and qualities they are coming to experience. Retaining and enhancing existing aesthetics and visual character and protecting natural and cultural resources are the actions that will help enhance the sense of place around the byway.

In addition to avoiding and minimizing impacts to the natural and cultural environment, sustainable design minimizes energy use or generates energy, manages or reuses waste, and conserves water.

Sustainable design maximizes the use of local renewable resources and recycled and recyclable materials. The use of imported goods is minimized as much as possible. Sustainable design seeks to do more with less—more function within less space and more sharing of resources and spaces. It also minimizes long term upkeep and replacement

needs through the construction of lasting, durable improvements that require minimal maintenance and have a long life cycle. This results in a greater return on investment for public/capital expenditures. There are many excellent resources available to guide green building and sustainable design practices.

HOW TO KNOW WHEN A PROJECT IS SUCCESSFUL IN CONTEXT SENSITIVE DESIGN

- The project satisfies the purpose and need as agreed to by a full range of stakeholders. This agreement is forged in the earliest phase of the project and amended as warranted as the project develops.
- The project is a safe facility for both the user and the community.
- The project is in harmony with the community, and it respects and enhances environmental, scenic, aesthetic, historic, and natural resource values of the area, i.e., exhibits context sensitive design.
- The project exceeds the expectations of both designers and stakeholders and achieves a level of excellence in people's minds.
- The project involves efficient and effective use of the resources (time, budget, community) of all involved parties.
- The project is designed and built with minimal disruption to the community.
- The project is seen as having added lasting value to the community.

Source: Thinking Beyond the Pavement: A National Workshop on Integrating Highway Development with Communities and the Environment, Federal Highway Administration

Thurston Bountiful Byway Marketing and Promotions

Marketing and promotional strategies, programs, and projects help attract visitors and can be valuable tools in managing visitors and conveying important messages to the traveling public. Marketing and promotion of the Thurston Bountiful Byway results in direct economic benefits to the region because attracting more visitors translates to more shopping, more overnight stays, more jobs, and more revenue generated by sales and lodging taxes. The growth of lodging tax is important as it funds communities' ability to continue to promote visitation to the area. The growth of sales tax is important as it funds communities' quality of life through municipal programs such as fire and police. The abundance of diverse, locally owned attractions represent the unique character of the byway and also should be promoted as such.

Existing Marketing and Promotional Activities

Since the Thurston Bountiful Byway was established in 2014, Experience Olympia & Beyond has successfully marketed the byway on behalf of Thurston County, by employing the following strategies:

- Byway Brochure
- Website
- Media Outreach and Print and Web-Based Advertising
- Trade Shows
- Social Media Exposure
- Attracting Tour Groups

*Thurston Bountiful Byway brochure developed
by Experience Olympia & Beyond*



Ongoing Objectives and Strategies

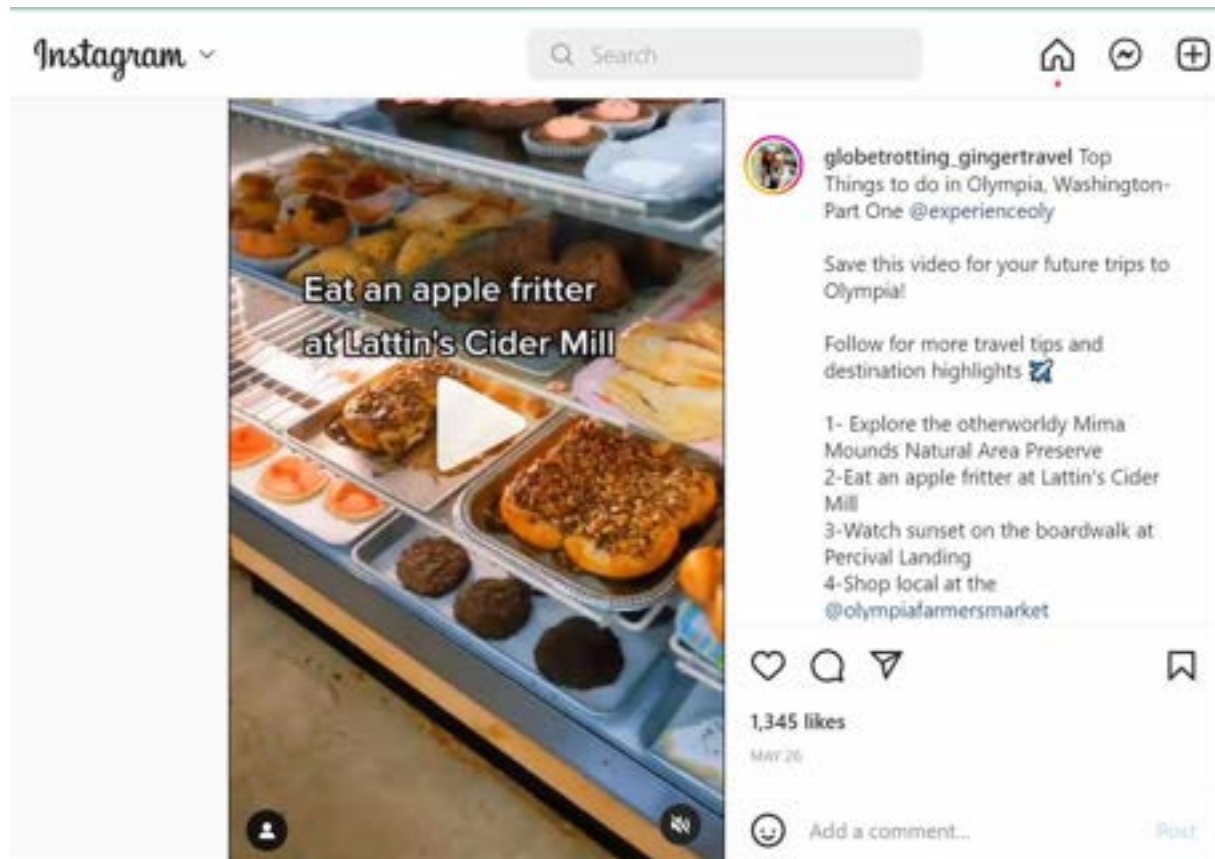
Experience Olympia & Beyond will continue its active marketing program, as previously described. Ongoing strategies for the Thurston Bountiful Byway include:

1. Gathering visitor statistics and information to understand the activities, needs, and interests of byway visitors.
2. Strengthening partnerships, collaboration, and cooperation between byway communities and tourism organizations.
3. Consider future plans to seek Washington State Scenic Byway designation.
4. Encouraging more public and private partnerships in economic and tourism planning and development.
5. Generating and identifying funding opportunities for marketing and promotional activities.
6. Promoting the byway's intrinsic qualities while educating both residents and visitors on the importance of enhancing those qualities.



Experience Olympia & Beyond's website content for the Byway.

7. Partner with local schools and have the students participate in programs and projects that achieve byway goals, objectives, and strategies—this will help promote the byway on a local level and build interest in the byway with the next generation of travelers.
8. Continuing to promote year-round and shoulder season activities.
9. Integrating stewardship messages into marketing and promotional activities.
10. Developing theme-based tours, such as “Farm Tours,” Art Tours, etc.
11. Ongoing Coordination with Land Managers and Tourism Promotion Programs.



As part of ongoing marketing and promotions, coordination with organizations and agencies that have public information programs will be important, including:

1. Local communities
2. Local, regional, and state tourism organizations, visitors bureaus, and chambers of commerce, etc.
3. Washington State Parks and Recreation Commission
4. Washington Department of Natural Resources
5. State Fish and Wildlife Department and US Fish and Wildlife Service;
6. Educational organizations
7. Recreational/sports and events facilities
8. Environmental and conservation organizations
9. Historical societies, museums, historic preservation groups
10. Other relevant public agencies, non-profit, and private organizations

One of many social media posts about Byway experiences



Suggested trip itineraries



CHAPTER 7

ACTION PLAN: RECOMMENDED ACTIONS AND PROJECTS



Overview

This chapter of the corridor management plan includes an action plan matrix of identified projects and actions to be implemented along the Thurston Bountiful Byway. These projects and actions have been identified based on input from representatives from communities along the byway, attendees at public meetings, Experience Olympia & Beyond staff (byway umbrella organization), and technical review of byway needs.

Proposed actions reflect participant wishes, hopes and dreams, and include projects, programs, strategies, and other initiatives that Experience Olympia & Beyond and its partners can consider implementing over the next ten years and beyond, as part of ongoing byway management and stewardship.

Goals and Benefits

As well as presenting proposed actions for the byway, the matrix also summarizes how projects and strategies will meet key goals and relative benefits with implementation. Refer to Chapter 9 for more information about these goals and benefits. **The seven key goals/benefits include:**

1. Enhancing visitor experiences and expanding tourism opportunities around a central agritourism theme.
2. Improving community livability and economic vitality.
3. Helping people find the byway through expanding signing, wayfinding, and wayshowing.
4. Enhancing multi-modal transportation options and safety for byway travelers.
5. Encouraging stewardship and sustainable tourism.
6. Telling the stories of the byway—history, cultural activities, and past and present characteristics through interpretation.
7. Strengthening the identity and character of the byway.

Resources and Estimated Costs

The action plan matrix describes and prioritizes projects and actions and includes estimated costs and notes about resources needed for implementation.

Costs are shown in the following categories:

- **Low (up to \$50,000)**
- **Medium (\$50,000 to \$150,000)**
- **High (above \$150,000)**

Proposed projects and actions include improvements, installations, programs, strategies, and other initiatives that the byway organization and its partners can work toward implementing over the next ten years and beyond, as part of ongoing byway management and stewardship.

Implementation Timeframe

The action plan matrix shows the anticipated implementation timeframe for each action item.

Timeframe prioritization is indicated as:

- **Near term (next 1 to 5 years)**
- **Mid-term (5 to 10 years)**
- **Long term (beyond 10 years), and/or ongoing**



Action Plan Matrix

NO.	ACTION ITEM DESCRIPTION	IMPLEMENTATION TIMEFRAME	RESOURCES & ESTIMATED COSTS	GOALS AND BENEFITS						
				1	2	3	4	5	6	7
ACTIONS APPLYING TO THURSTON BOUNTIFUL BYWAY OVERALL										
Action items will require partnerships with communities, land managers, agencies, and other partners to implement										
1	Retain core advisory group as a task force and meet regularly. Experience Olympia & Beyond should continue to meet with the byway advisory group and use the CMP action plan as a work plan.	Near Term	Volunteer time for task force and one Experience Olympia & Beyond staff member to coordinate the group.	✓	✓	✓	✓	✓	✓	✓
2	Consider utilizing CMP to pursue Washington State Scenic Byway designation.	Near Term	Staff/ task force involvement	✓	✓	✓	✓	✓	✓	✓
3	Develop a Signing and Wayshowing Master Plan to identify locations for signage, map existing signs, and create designs for byway signage and wayshowing elements. Close coordination with Thurston County and WSDOT will be required for routes under each jurisdiction. Milepost locations will need to be identified.	Mid-Term	Estimated Cost: Medium	✓		✓		✓	✓	✓
4	Develop an Interpretive Plan to study the best physical locations and topics for interpretive/informational kiosks and wayside improvements. Interpretive elements could include: <ul style="list-style-type: none">• Historical interpretation• Crop marker signs• Heritage farm programs• Environmental interpretation	Mid-Term	Estimated Cost: Medium	✓		✓		✓	✓	✓
5	Coordinate with WSDOT to install Thurston Bountiful Byway signage on I-5. This project will require close coordination with WSDOT, and desired milepost locations for each sign will need to be identified.	Near Term	Staff/ task force involvement	✓		✓				✓

NO.	ACTION ITEM DESCRIPTION	IMPLEMENTATION TIMEFRAME	RESOURCES & ESTIMATED COSTS	GOALS AND BENEFITS						
				1	2	3	4	5	6	7
6	Research and pursue funding and grant opportunities for projects along the Thurston Bountiful Byway.	Near Term	Staff/ task force involvement	✓	✓	✓	✓	✓	✓	✓
7	Increase Thurston Bountiful Byway signage along corridor, especially at intersections, key turns, and points of interest.	Near Term	Estimated Cost: Medium	✓		✓				✓
8	Increase publicity for sign purchase program for byway members.	Near Term	Staff/ task force involvement	✓	✓	✓				✓
9	Support and promote local jurisdictional planning, placemaking, and implementation efforts that support the goals of the Thurston Bountiful Byway CMP and continue to evolve and enrich the visitor experience.	Near to Long Term	Estimated Cost: Low to High	✓	✓	✓	✓	✓	✓	✓
10	Develop continuous bike lanes where feasible along the byway. Pursue connections with existing trails and bike routes.	Mid-Term	Estimated Cost: High	✓	✓		✓	✓		
11	Coordinate with cities, hotels, and businesses to develop a bike rental program for visitors throughout the byway. Focus program on communities that connect to major trails. Develop a “bike passport” system with local businesses to promote the program.	Mid-Term	Estimated Cost: Medium	✓	✓		✓			✓
12	Develop and publicize signature experiences/self-guided byway tour maps based on activities. Tour themes could include: <ul style="list-style-type: none"> Local agriculture experiences (U-pick farms, farmers markets, farm stands, scenic views) Breweries, distilleries, wineries, and cideries. Outdoor recreation Biking experiences Cultural experiences (tribal history, native-owned businesses, culinary hikes) 	Near Term	Staff/ task force involvement	✓	✓	✓			✓	✓
13	Contact local farms along the byway to determine interest in hosting public tours and events.	Near Term	Estimated Cost: Low	✓	✓				✓	✓

NO.	ACTION ITEM DESCRIPTION	IMPLEMENTATION TIMEFRAME	RESOURCES & ESTIMATED COSTS	GOALS AND BENEFITS						
				1	2	3	4	5	6	7
14	Develop new waysides along byway, especially at scenic views. Design elements should include shade, water, and signage.	Long Term	Estimated Cost: High	✓					✓	✓
15	Work with partners to identify sites where overnight opportunities could be increased (campgrounds, RV parks, BnBs) and publicized, to support overnight visitors.	Long Term	Estimated Cost: High	✓	✓					
16	Develop an official “Start” to the byway. Refer visitors to a physical “Byway Visitor Center” to discuss trip planning and byway experiences in person.	Mid-Term	Estimated Cost: High	✓	✓	✓			✓	✓
17	Work with Thurston Regional Planning Council to expand the rural transit program. Aim to connect the entire byway, by expanding service to the Nisqually Indian Community.	Long Term	Estimated Cost: Medium	✓	✓		✓	✓		
18	Develop specialty programs to market and promote the byway, such as a Summer Byway Tour Bus to provide tours on weekends.	Near Term	Estimated Cost: Medium	✓	✓	✓	✓		✓	✓
19	Develop experiences that commemorate the history, culture, and experiences of the tribal communities of Thurston County. Outdoor interpretive waysides, public art, museums, and visitor resources related to the Nisqually, Chehalis, and Squaxin Island tribes should be developed.	Mid to Long Term	Estimated Cost: High	✓	✓				✓	✓
20	Support public art programs throughout the byway including murals, custom benches and trail facilities, and public art walk festivals.	Near to Long Term	Estimated Cost: Low to High	✓	✓				✓	✓
21	Coordinate with WSDOT to evaluate adding the I-5 and Highway 101 corridor between Nisqually Rd SW and Delphi Rd SW to the official byway route, to create a full byway loop.	Long Term	Estimated Cost: Low	✓		✓				✓

NO.	ACTION ITEM DESCRIPTION	IMPLEMENTATION TIMEFRAME	RESOURCES & ESTIMATED COSTS	GOALS AND BENEFITS						
				1	2	3	4	5	5	6
SITE SPECIFIC ACTIONS										
Action items will require partnerships with communities, land managers, agencies, and other partners to implement										
22	TUMWATER: Support City of Tumwater in restoring the Old Brewhouse as a key visitor destination and providing safe public access.	Long Term	Estimated Cost: High	✓	✓			✓	✓	
23	MCCLANE CREEK NATURE TRAIL: Expand and improve parking area to accommodate more visitors at peak times and seasons.	Mid-Term	Estimated Cost: Medium	✓	✓			✓		
24	FALL CREEK TRAILHEAD: Increase signage and wayfinding to trailhead from the byway. A trailhead sign could be added to the existing Bountiful Byway sign pole just prior to Moon Road on Westbound US 12.	Near Term	Estimated Cost: Low	✓		✓				✓
25	MIMA MOUNDS NATURAL AREA PRESERVE: Install a kiosk at the parking area to allow out of state visitors to buy day or annual passes, if they do not have a Discover Pass.	Mid-Term	Estimated Cost: Medium	✓	✓					
26	MIMA MOUNDS NATURAL AREA PRESERVE: Increase visibility of existing sign by maintaining vegetation along roadway. Install additional wayfinding signage along the byway. A new sign could be installed at I-5, Exit 95, Maytown Road SW. Other locations may be identified with completion of Action Item #3.	Near Term	Estimated Cost: Low	✓		✓				✓
27	MIMA GATE ROAD SW: Limit commercial truck traffic on road from 128th Avenue SW to Highway 12. There are currently safety issues due to the narrow and winding nature of the road. Install “No Through Truck” signs and limit truck access to local business only.	Near Term	Estimated Cost: Low	✓	✓	✓	✓	✓		

NO.	ACTION ITEM DESCRIPTION	IMPLEMENTATION TIMEFRAME	RESOURCES & ESTIMATED COSTS	GOALS AND BENEFITS						
				1	2	3	4	5	5	6
28	MIMA GATE ROAD SW: Develop separated bicycle facilities along road to avoid conflicts with vehicles.	Long Term	Estimated Cost: High	✓	✓		✓	✓		✓
29	GATE: Support community efforts to develop a multi-use “Rails to Trails” path to connect bicyclists and equestrians with other trail systems.	Long Term	Estimated Cost: High	✓	✓		✓	✓		✓
30	GATE CITY SCHOOLHOUSE: Support the Gate Community Club to develop regular open hours for schoolhouse tours and education about historic Gate City.	Near Term	Estimated Cost: Low	✓					✓	✓
31	WEYERHAEUSER MIMA NURSERY: Develop an interpretive area along byway to educate on the history and economic impact of Thurston County’s timber industry.	Mid-Term	Estimated Cost: Medium	✓				✓	✓	✓
32	BLACK RIVER: Develop a day use area along the Black River with a picnic area and wildlife viewing facilities. Include interpretation about ecological importance and wildlife.	Long Term	Estimated Cost: High	✓	✓			✓	✓	✓
33	ROCHESTER/GRAND MOUND: Support ongoing development of a new farmers market space for Rochester and Grand Mound.	Medium Term	Estimated Cost: Medium	✓	✓					✓
34	ROCHESTER: Install Thurston Bountiful Byway wayfinding signage at existing Albany Street Stormwater Pond.	Near Term	Estimated Cost: Low			✓			✓	✓

NO.	ACTION ITEM DESCRIPTION	IMPLEMENTATION TIMEFRAME	RESOURCES & ESTIMATED COSTS	GOALS AND BENEFITS						
				1	2	3	4	5	6	7
35	ROCHESTER: Develop a public RV site with restrooms for overnight visitors.	Long Term	Estimated Cost: High	✓	✓		✓			
36	GRAND MOUND: Support sidewalk improvements in downtown and near Great Wolf Lodge to support pedestrian activity.	Mid-Term	Estimated Cost: High	✓	✓		✓	✓		
37	GRAND MOUND: Develop interpretation at the “Grand Mound” geologic formation. A partnership with the property owner will be required.	Mid-Term	Estimated Cost: Medium	✓					✓	✓
38	TENINO: Expand parking for the Chehalis Western Trail and Monarch Sculpture Garden on Waldrick Road	Mid-Term	Estimated Cost: High	✓	✓	✓				
39	OLD HIGHWAY 99: Develop interpretive experience to educate on the historic Oregon Trail Route. Install kiosks, signage, and waysides that tell the story of the Oregon Trail.	Long Term	Estimated Cost: High	✓		✓			✓	✓
40	YELM-RAINIER-TENINO TRAIL: Install lighting, public art, and visitor facilities (benches, maps, water fountains) to create a unique and comfortable experience for walkers and bicyclists. Promote the trail as a key byway destination.	Mid-Term	Estimated Cost: Medium	✓	✓	✓	✓	✓	✓	✓
41	CHEHALIS WESTERN TRAIL: Develop new spur connection to connect Millersylvania State Park with the existing Chehalis Western Trail.	Long Term	Estimated Cost: High	✓	✓		✓	✓		

NO.	ACTION ITEM DESCRIPTION	IMPLEMENTATION TIMEFRAME	RESOURCES & ESTIMATED COSTS	GOALS AND BENEFITS						
				1	2	3	4	5	5	6
42	RAINIER: Support City of Rainier in stimulating their downtown corridor and attracting visitors.	Long Term	Estimated Cost: Medium	✓	✓		✓	✓		✓
43	YELM: Develop a gateway experience for the entrance of the Yelm-Rainier-Tenino Trail. Include a map kiosk, public art, and bicycle facilities. Install wayfinding signage from the parking area at Yelm City Park to the trailhead.	Mid-Term	Estimated Cost: Medium	✓	✓		✓	✓		✓
44	LACEY: Enhance wayfinding and signage for trail access and parking to the Chehalis Western Trail. There are multiple trailheads throughout Lacey that require great wayfinding for the public.	Near Term	Estimated Cost: Low	✓					✓	✓
45	LACEY: Increase interpretation throughout Lacey about the Joint Base Lewis-McChord.	Mid-Term	Estimated Cost: Medium	✓					✓	✓
46	LACEY: Support Lacey's Depot District Sub-Area plan implementation, which aims to enhance community identity, housing opportunities, and transportation systems.	Long Term	Estimated Cost: High	✓	✓	✓	✓	✓	✓	✓
47	LACEY: Evaluate the current fairgrounds location, and identify other properties that may be more effective sites.	Long Term	Estimated Cost: High	✓	✓				✓	✓
48	Research and implement digital wayfinding “App” technology where feasible based on internet access.	Mid-Term	Estimated Cost: Medium	✓		✓				✓



CHAPTER 8

RECOMMENDATIONS FOR ONGOING ENGAGEMENT



As this corridor management plan for the Thurston Bountiful Byway moves forward into implementation, it will be important to bring continued focus on the plan's action items and to engage byway communities, partners, special interest groups, and the general public in implementation activities and projects. This chapter of the plan provides recommendations for ongoing engagement, and also includes a summary of potential methods.

Ongoing Communications and Coordination across the Thurston Bountiful Byway

Experience Olympia & Beyond will continue to serve as the umbrella organization for the byway, providing leadership and a framework to guide ongoing management and coordination. Key opportunities to support ongoing byway-related communications and coordination include:

- Continuing to maintain and update a byway-specific contact list, along with the broader membership list;
- Coordinating with a wide variety of agencies and interests on an ongoing basis on project implementation activities;
- Coordinating regular meetings with the byway group focused on plan implementation and keeping records of progress;
- Preparing grant applications and information to support byway designation and implementation of projects/activities;
- Assisting with fund-raising and hosting special events to support pursuing funding opportunities for projects/activities; and
- Annually reviewing the status of the action plan in this corridor management plan and making updates and additions as needed.

Engaging Byway Volunteers

Research shows that being asked to volunteer makes a substantial difference in peoples' willingness to give their time. If asked, 63 percent will volunteer, compared to 25 percent who volunteer without being asked. When engaging volunteers in byway projects and activities it is important to define expectations and reach mutual agreement. Be prepared to encourage prospective volunteers and answer their questions. Let them know how much their time and help is appreciated and what the ends results will be from their dedicated efforts. Before making a commitment, volunteers may want to know:

- What are the goals and desired outcomes of the assignment?
- How long will they need to be involved and how many hours of their time will be needed?
- Is the need for a one-time assignment or an ongoing assignment?
- What skills are needed to support the assignment?
- What are the benefits of their involvement?



Broadening Interest—Bringing in More Partners to Support Specific Needs of the Byway

There are many other existing and potential partners who can help with implementation of ongoing byway projects and activities. A variety of special interest groups may be able to provide support and resources for special projects and activities of the byway. Their skills and expertise can be matched to the needs of the organization. As the baby boom generation reaches retirement age, more people with in-depth knowledge and experience are becoming available as a volunteer base. In addition, the byway may be able to draw in more corporate and agency partners to support specific initiatives. Leveraging these resources can help stretch the organizational capacity of Experience Olympia & Beyond as the umbrella byway organization. Those engaged may include people who bring certain skills and interests aligned with byway management and implementation. Here are a few ideas of potential partners and interests that could be involved:

- Additional corporate interests who have business enterprises in Thurston County or Washington State (e.g. REI, Eddie Bauer, etc.)
- Large scale utility and energy companies that may be able to help promote green-travel through installation of EV charging stations or other sponsored actions
- Public and private land owners and managers along the byway (can identify names from tax records) including agencies, farmers, and others who may be interested in promoting certain stewardship messages
- Additional business, tourism, and recreation interest groups (chambers of commerce)
- Local governments and community associations dedicated to enhancing the quality of life
- Representatives from Native American tribes, including those who may not have been represented to date
- Organizations dedicated to specific intrinsic qualities of the corridor (such as historical societies, local museums, outdoor recreational organizations, local or regional festival organizers, garden clubs, scouting groups, etc.)

Specific task forces and/or subcommittees can be formed over time to support certain activities of the byway as directed under the “umbrella” organization of Experience Olympia & Beyond. These groups could potentially focus on tasks such as:

- Communications/Media/Public Relations (could be responsible for ongoing newsletters, meeting invitations, flyers, website development, press releases, etc.)
- Grant Writing/Fundraising
- Project Implementation (with individual subcommittees for each project/activity)
- Governmental/Political Liaisons
- Business, Agricultural, Recreation and Tourism Liaison(s)—This group/these groups would meet regularly with important industry representatives—including local business groups, agricultural interests, recreation and tourism representatives, and other important interests
- Membership Development
- Public and Community Involvement
- Historic and Cultural Resources
- Scenic and Natural Resource Preservation
- Marketing and Promotions
- Special Events/Annual Event
- Maintaining/Updating the Contact List/Membership Database



Evergreen Valley Lavender Farm



Back roads and open sky bring peace and serenity compared to a stressful city commute

Suggestions from Other Byways

Following are some recommendations and suggestions from other scenic byway organizations that have been established for several years:

- Work diligently to education and involve land owners, businesses, and the general public along the byway.
- Keep trying to draw new volunteers and resources beyond the initial membership.
- Consider forming alliances with similar interest organizations and/or other byway groups (such as the White Pass Scenic Byway).
- Communication is key—keep it simple though.
- Don't advertise a laundry list of what you can see and do on the byway—convey the value of what people will experience instead and choose the very best experiences to promote.
- Do it right and be thorough—find something visible and positive to do as soon as possible to bring a sense of identity and reward to the byway partners.
- Learn all you can about state and national scenic byways and potential benefits of designation, as well as obligations and responsibilities.
- Foster strong leadership –committed and devoted people who are willing to put in the time and energy.

Ideas for Byway-Specific Events

An abundance of events and festivals occur throughout the byway year-round, focused on seasonal traditions, and a variety of arts, recreation, agricultural, and cultural experiences. As part of ongoing promotion of the byway, additional byway-specific events sponsored or hosted by partners could help increase the identity and awareness of the byway, such as:

- Volunteer trail building, native vegetation planting/ecosystem restoration, or other community-driven activities;
- Special group tours;
- Bicycling events/ride-a-thons;
- Byway clean-up days;
- Agritourism industry symposiums and guest lecturer events; and
- Other activities that will help to inspire and rejuvenate byway interest and membership.



*Public art featured at the
Monarch Sculpture Garden*

Ongoing Public and Community Engagement and Outreach

Ongoing public participation and community involvement will be essential to the success of future byway planning, management, and implementation. Experience Olympia & Beyond, as the umbrella organization of the byway, will continue to represent the views of local communities and interests. However, at key decision-making points and important milestones in the future, there also will be a need for broader community input and involvement. Residents, land owners, business representatives, special interest groups, and others throughout the byway communities can provide valuable information and input. They are the local experts who can describe in detail the existing conditions, problems, and potential solutions that are best suited to their specific situations.

TOOLS AND ACTIVITIES FOR SUCCESSFUL ONGOING PUBLIC AND COMMUNITY INVOLVEMENT

There are several effective tools and activities that can be used to engage and inform the public and key byway interests. The table on pages 110 and 111 lists some of the most effective tools and activities

that byway organizations use for ongoing communication and engagement. The recommendations about how and when to use these public and community involvement tools are guidelines only. The ongoing program for the byway should be tailored to fit the preferences and needs of the byway partners and communities. Depending on activities taking place along the byway at various times, it may be necessary to adjust meeting schedules and/or press release publishing dates. If there is a period of heavy activity, it may be a good idea to hold meetings more frequently or to look for other ways to engage the interest of the communities. Keep in mind that summer vacation and holiday schedules may impact meeting attendance and participation levels.

ADVANTAGES OF PUBLIC WORKSHOPS AND CHARRETTES

To find common ground and move forward with solutions, it may be necessary to help certain community groups see the points of view of other community or special interest groups. One of the best methods to accomplish this is bringing all interested groups



Cozy up to coffee in the winter wonderland of Olympia, WA

together for workshops and charrettes to discuss issues and work together on resolutions. Charrettes may focus on planning or design for specific projects. Workshops can be conducted to tackle key issues or define priorities. In a “forum setting” people are able to better understand the concerns and perspectives of others. It is still important to understand and address the specific needs of each person or group, and it may be necessary to hold separate meetings with individuals and special interest groups, but the workshop setting can be very effective for broad and diverse community participation.

REACHING OUT TO BYWAY COMMUNITIES AND THE PUBLIC-AT-LARGE

With future project implementation, it may be necessary to hold multiple public

meetings along the byway given that people live in different communities. Workshop announcements should be placed in local and regional newspapers, on multiple websites throughout the byway region, and announced on social media venues (Facebook, etc.). Workshops should be held at convenient and accessible locations within the communities and at convenient times. Inviting the general public to participate through workshops will help ensure that community members are not left out of the process. During recent years, we have all learned how to hold and facilitate effective online meetings—so keep in mind that byway meetings and public meetings could have virtual options using various programs/platforms (Zoom, etc.). We have found that offering online options has increased participation in meetings in recent years.

Keep in mind that people lead busy lives, and it may be difficult for some to attend public meetings and workshops because family responsibilities and personal schedules take priority. Sometimes, public meetings and workshops are not well attended if the issues being discussed are not controversial. For these reasons, it may be necessary to reach out to the public in other ways besides meetings. Websites, social media,

and email lists are a good way to keep people informed and to encourage dialogue through email correspondence.

Another successful way to ensure participation is to attend meetings that are already set-up in the communities, such as local chambers of commerce, tourism groups, service and environmental organizations, public agency boards and committees, etc. This method can be successful because information can be conveyed and obtained through meetings that are already attended by a group of devoted volunteers or community representatives, rather than adding another meeting to their busy schedules.

Presentations to elected officials and commissions can also provide opportunities for input and involvement in byway activities, as well as for building awareness and gathering support for needed improvements. Work sessions with senior citizens and school groups provide additional opportunities for community outreach and obtaining insightful input. Byway projects can be incorporated into school work for students or projects can be a part of a high school curriculum or after school activities. Also keep in mind that there may be a variety of resources in the byway communities including volunteers, in-kind support, gifts of materials, printing, and other contributions that can be tapped into as part of a strong program of public and community involvement and outreach.

Recommended Public and Community Involvement Tools and Activities to Support Ongoing Byway Management and Implementation

TOOL/ACTIVITY	PURPOSE/MOST OFTEN USED FOR	SUGGESTED TIME INTERVAL
Newsletters (Electronic or Printed & Mailed)	To provide byway updates and information on a regular basis to byway interests (general membership) as well as key partners and stakeholders. For the Cascade Loop Scenic Highway, an electronic newsletter/update is already distributed successfully.	Monthly or quarterly
Newspaper and Magazine Articles and Announcements	Press releases and articles are developed by byway groups to promote and market places, activities, and events, as well as to announce recent accomplishments, publicize important meetings, and engage diverse interests. For the Thurston Bountiful Byway, Experience Olympia & Beyond already acts as a media liaison and provides article suggestions and press releases related to byway activities.	Seasonally; as events and activities change and the need is warranted
News/Radio/Closed Caption and Cable TV Announcements	Can be used to summarize events, and/or to promote themes of the byway. Can be inexpensively made and posted to local online radio stations or internet sites such as Youtube.com, Facebook.com, twitter.com, or other social media sites.	As special events and activities warrant the need
Byway Core Team/ Board of Directors Meetings	Meetings held on a regular basis to conduct the business of the byway, direct management and implementation efforts, appoint committees, check in on project progress, and provide updates from partners. Development of specific agendas and recording of notes are important to support these meetings. Some byway groups may choose to follow Robert's Rules of Order, but others keep communications informal.	Quarterly, bi-monthly, or monthly if a specific planning effort or larger-scale project is underway
Overall Byway Membership Meetings/Annual Event	Meetings to inform and involve the entire byway membership, which can often take the form of an annual event or symposium. Membership may be invited to vote on important decisions or actions. These can also be correlated with fundraising activities, special events, educational programs, byway tours, etc. and often provide opportunities to solicit support and gain input. Again, development of specific agendas and itineraries is important, as well as documentation of input and comments received.	Annually or semi-annually
Meetings with Special Interest Groups/Focus Groups/Tribes/ Local Elected Officials and Others	Focus group meetings are targeted to the interests of those participating. Most often these are scheduled in association with a specific action or project that the byway is implementing. The purpose can vary, but often these meetings focus on presenting information, gaining input and comments, and discussing and resolving particular concerns of focus groups or special interests. Thorough notes and recording of outcomes and assignments for follow up action items are important for these meetings.	As needed to support projects and activities
Open Houses	Usually informal meetings where the general public is invited to come and view displays and talk with byway and project representatives during a specific timeframe. Comments are recorded (often on flip charts for participants to see), and the input is considered as the project evolves.	As needed to support projects and activities

Recommended Public and Community Involvement Tools and Activities to Support Ongoing Byway Management and Implementation, *Continued*

TOOL/ACTIVITY	PURPOSE/MOST OFTEN USED FOR	SUGGESTED TIME INTERVAL
Workshops and Charrettes	Interactive meetings designed to fully engage participants in activities and exercises toward meaningful outcomes. These meetings can use a variety of tools and methods to gain input and engage communities and participants in project planning and design.	As needed to support projects and activities
Special Advisory Committees or Steering Committees	Committees or subcommittees formed for a specific purpose, such as to advise on development of policy or to steer the design direction on a project. These committees can be focused on technical considerations with agency staff or expert participation. They can be citizen-based groups with representatives from byway communities and diverse interests.	As needed to support projects and activities
Special Displays/ Traveling Displays	Static displays sometimes designed for portability to travel around byway communities and destinations. These can include byway information, as well as interpretive exhibits. This is a good way to get the word out and illustrate ideas and options being considered to a broader spectrum of the public. These displays can travel to libraries, community centers, visitor centers, etc. These displays may also be prepared for special events, such as fairs and festivals.	At key points in a planning or design process/at special events
Byway FAM Tours	Specially arranged tours of the byway to introduce relevant business owners, local officials, even local youth to the intrinsic elements of the byway. Tours can help expand the numbers of people that know about the byway as well as introducing it to the key stakeholders who can bring new market segments to enjoy it.	As needed to support projects and activities
Ceremonies, Celebrations, and Special Events	Special events can build community support and pride for the byway and provide opportunities to celebrate successes and take a break before moving on to the next milestone. Experience Olympia & Beyond promotes special events and festivals held in every region of the byway.	Celebrate as often as possible!
Websites and Social Media	The Internet is the place to learn all about byways, and it is common for byways to have their own specific websites (which Experience Olympia & Beyond already has.). Websites provide a dynamic forum for posting byway updates, event, and meeting announcements, providing contact information, inviting emails through comments or online questionnaires, and providing extensive information about the byway. Social media programs such as Facebook, Twitter, Pinterest, and others provide diverse opportunities to connect with byway interests and travelers.	Ongoing maintenance and upkeep is important after initial development; social media postings are typically event specific
Talking to People	Talking to people in person and word-of-mouth is one of the most effective ways to let people know about the byway and bring them into the fold of byway activities. Talk to people on the phone or meet them for coffee or lunch. Share your vision and enthusiasm about the opportunities and possibilities for the byway. Let them know that their support is needed and they can make a difference by participating. These conversations also provide opportunities to reassure people that an important part of the vision for the byway focuses on enhancing the local way of life and respecting private property owners' interests.	Often, as much as possible, all the time



CHAPTER 9

NEXT STEPS: IMPLEMENTING THE PLAN



The chapter of the Thurston Bountiful Byway Corridor Management Plan presents summarizes the goals that will be achieved and the anticipated benefits that will occur as outcomes of implementing the plan. This chapter also includes recommendations for implementing and updating the action plan.

Achieving Goals and Realizing Benefits

Implementing the action plan will help the Thurston Bountiful Byway organization and partners achieve the vision and mission presented in Chapter 2, as well as the following key goals and associated benefits (described below and on the following pages).

1. Enhancing visitor experiences and expanding tourism opportunities around a central agritourism theme
2. Improving community livability and economic vitality
3. Helping people find the byway through expanded signing, wayfinding, and wayshowing
4. Enhancing multi-modal transportation options and safety for byway travelers
5. Encouraging stewardship and sustainable tourism
6. Telling the stories of the byway—history, cultural activities, and past and present characteristic through interpretation
7. Strengthening the identity and character of the byway



The byway features many opportunities for fresh produce from farmers markets

The action plan matrix in Chapter 7 show which of these goals and relative benefits would be achieved with implementation of each project/action listed. Several proposed projects/actions align with multiple categories of goals/benefits. Although the categories of goals/benefits described below are listed numerically, this is not a ranking—each category is important to the long-term success of the Thurston Bountiful Byway.

1. Enhancing Visitor Experience and Expanding Tourism Opportunities around a Central Agritourism Theme

There are many places along the Thurston Bountiful Byway that provide wonderful experiences for visitors, as well as people who live and work along the byway. These existing experiences are unique and memorable, and they continue to draw visitors year after year. Through these experiences, people can:

- » Connect with agricultural traditions and rural farm-based activities and products
- » Enjoy local cuisine, wines, hand-crafted beverages, and other delights
- » Learn about the diverse history and culture of the region and Washington state
- » Engage with nature and learn about natural resources, diverse ecosystems, and wildlife
- » Appreciate a variety of arts from public art and murals to galleries, studios, and performances
- » Become immersed in rural and natural scenery, relax in peaceful settings, and take in stunning views (Mount Rainier!)
- » Attend and participate in a wide variety of festivals and special events with activities for all ages and interests
- » Take part in many different forms of recreation

Implementing this plan and the projects and actions identified in Chapter 7 will enhance these existing unique experiences and create new experiences.



2. Improving Community Livability and Economic Vitality

Visitors from throughout Washington and other states and places can gain an in-depth understanding of an active, working agricultural region, as well as the capitol of Washington state. Part of the experience comes from being immersed in the every-day culture of communities along the byway. To residents and business owners, the byway is more than a scenic byway. In many cases it may be the route they use to travel to and from home and work. Tourism generated by the byway may be critical to their business and the collective economic health of each community. For these reasons, the proposed actions in the plan address not only visitors' needs and interests, but also those of the byway communities. Experience Olympia & Beyond members are residents and business owners, and they serve a critical role as stewards and volunteers supporting the byway. Byway projects should not only provide opportunities for visitors, but also enhance community livability, economic opportunities, and the quality of life in each community. In addition, the more public and community participation there is in implementing byway projects and actions, the more successful this plan and the byway overall will be.

3. Helping People Find the Byway through Expanded Signing, Wayfinding, and Wayshowing

Helping visitors find their way to and from the byway and around the byway is an important priority for byway interests. Following the recommendations in Chapter 6 related to enhancing wayfinding and wayshowing, as well as implementing specific projects/actions included in the action plan in Chapter 7 will help to improve the experience of navigating the byway. The more visitors are able to explore and find their way, the more they will learn and experience and the more communities, agritourism destinations, businesses, and shops they will encounter along the way—boosting tourism related revenue and economic development in the region.



The byway is a great place to unplug and enjoy life at a slower pace



Corn mazes in the fall make for delightful entertainment for the whole family



Nisqually Refuge Area



Nisqually Refuge Area Viewing Deck

4. Enhancing Multi-Modal Transportation Options and Safety for Byway Travelers

The benefits that relate to transportation include expanding multi-modal options so visitors have more choices in how they travel around and along the byway, as well as improving transportation functions as planned and implemented through the Washington State Department of Transportation, Thurston County, and Thurston Regional Planning Council. Looking ahead, there may be opportunities to support “green” infrastructure solutions as installation of more electric-vehicle charging stations available at convenient hubs along the byway. There are already

great opportunities for bicycling between communities through regional trails—the Chehalis Western Trail and the Yelm-Rainier-Tenino Trail, and many segments of roadways have bike lanes or paved shoulders that support bicycling. Continuing to expand and create continuous bicycling facilities (whether bike lanes, trail segments, or side tour routes) throughout the entire byway will be an important priority over the long term. Expanding multi-modal transportation options also plays an important role in balancing the needs of all byway travelers, visitors, and residents

alike. Encouraging visitors to stop and get out of their vehicles to enjoy the many wonderful places along the byway will help in reducing vehicle miles traveled and greenhouse gas emissions. The more people experience the byway’s unique resources on foot, bicycle, horseback, or in some cases by canoe or kayak (or other means), the more up close and memorable their experience will be! Encouraging sustainable travel is also consistent with the importance of the scenic and natural resources that draw people to the byway.

5. Encouraging Stewardship and Sustainable Tourism

Encouraging stewardship and sustainable tourism practices helps to enhance visitor experiences and minimize impacts to the environment. The byway has intrinsic qualities in all six of the categories recognized by the Federal Highway Administration for their importance to byways: cultural/agricultural, historic, recreational, scenic, natural, and archaeological, and there are opportunities to provide interpretation about these important resources and include stewardship messages that help visitors understand this importance. Sustainable tourism practices can be encouraged across the byway in the ways that visitors are welcomed, accommodated, and in the travel options they choose. For more about sustainable tourism strategies and opportunities, refer to Chapter 6 of this plan.

6. Telling Stories of the Byway—History, Cultural Activities, and Past and Present Characteristics through Interpretation

Layers of natural and cultural history have shaped the communities and landscapes of the Thurston Bountiful Byway. There are many stories to be revealed to visitors traveling the byway. Understanding the diverse cultures of people who have lived along the byway in the past and have been a part of its history, as well as learning about the diverse cultures of people still present in communities today, will enhance visitors experiences and memories of the byway. Recommendations to expand and enhance interpretive signs, displays, and waysides will enhance visitor experience and provide educational and interpretive opportunities for visitors and residents alike.

One of the proposed projects in the action plan in Chapter 7 is the development of an interpretive master plan specific to the byway. The interpretive master plan would confirm the key interpretive themes, messages, and storytelling opportunities—including overarching themes across the byway, as well as site-specific themes. The interpretive master plan also could include design guidelines, specific designs for key sites, and frameworks for interpretation that could be applied to multiple locations.



Public art in Olympia, WA

7. Strengthening the Identity and Character of the Byway

New facilities and improvements along the byway should be designed and constructed with care to ensure they represent the Thurston Bountiful Byway’s brand identity and are visually compatible with the byway’s character and setting. Many of the proposed actions will reinforce the byway’s identity so visitors understand that they are on the byway in multiple locations. Installing scenic byway logo signs and expanding the branding and identity of the byway will help to achieve this. Information kiosks and interpretive waysides should be designed to express the brand identity of the byway and to be cohesive with each setting in which they are placed. Implementing byway projects in accordance with specific design standards and guidelines applicable to local and state requirements will help to ensure that facilities are accessible and safe for public use.

