



Iowa Department of Transportation
Systems Planning Bureau
Mary Stahlhut, Program Manager

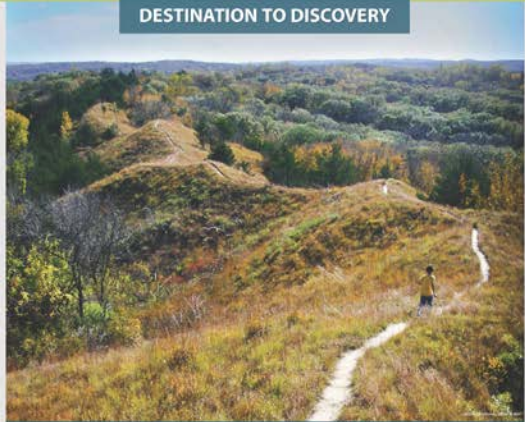
2019 Program Overview

Today
Iowa has 14 Byways
designated under the
Iowa Byways™ Brand


2 National Byways
12 Iowa Byways


















IOWA'S
DESTINATION TO DISCOVERY



ENJOY A WELCOME CHANGE OF PACE AND SEE ALL IOWA HAS TO OFFER BY TRAVELING ALONG IOWA'S BYWAYS. IOWA'S NINE STATE-DESIGNATED AND TWO NATIONALLY-DESIGNATED BYWAYS ARE A GREAT WAY TO EXPERIENCE IOWA'S NATURAL BEAUTY, HISTORY AND CULTURE.



IOWA
SCENIC BYWAYS

| | | | | |
|--|---|--|---|---|
|  MAP LEGEND STATE-DESIGNATED BYWAY NATIONALLY-DESIGNATED BYWAY |  NATIONAL SCENIC BYWAY |  LOESS HILLS NATIONAL SCENIC BYWAY |  COVERED BRIDGES SCENIC BYWAY |  DELAWARE CROSSING SCENIC BYWAY |
|  DIRTLESS AREA SCENIC BYWAY |  GLACIAL TRAIL SCENIC BYWAY |  GRANT WOOD SCENIC BYWAY |  JEFFERSON HIGHWAY |  LINCOLN HIGHWAY |
|  HISTORIC HILLS SCENIC BYWAY |  IOWA VALLEY SCENIC BYWAY |  RIVER BLUFFS SCENIC BYWAY |  WESTERN SKIES SCENIC BYWAY |  WHITE POLE ROAD SCENIC BYWAY |

WWW.IOWABYWAYS.ORG



Iowa Scenic Byways Program

The economic value of Iowa's natural resources and human activities to a worldwide travel audience is well-recognized.

The intent of the 1988 program was to identify, protect and enhance roadways and assets which exemplify the state's scenic and historic resources.

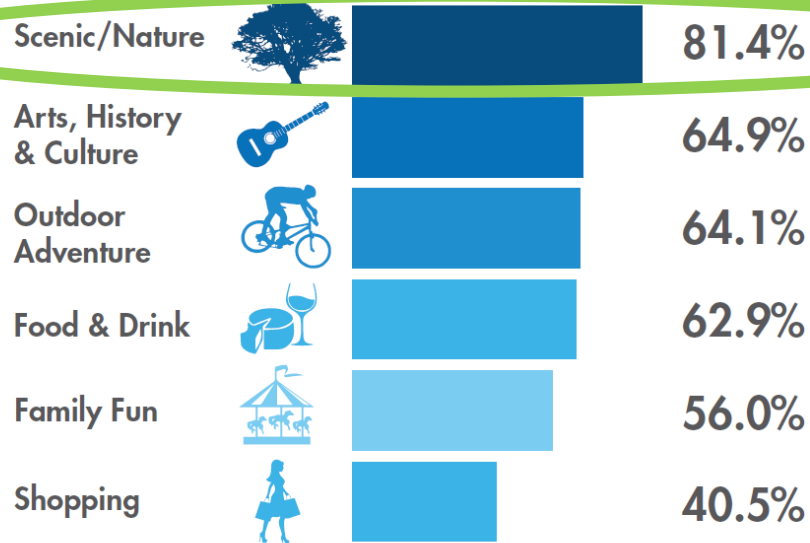
Program Framework - 1988 Iowa legislation and administrative code

- Iowa DOT is directed to evaluate, designate, and provide signs for recognized Iowa Byways.
- Local volunteer work and cooperation between citizens, organizations, local governments, & the Iowa DOT.
- Economic development and tourism efforts are NOT assigned to the Iowa DOT



Traveler Interest Areas

Multiple Answers Accepted



Methodology

When ordering the 2018 Iowa Travel Guide via traveliowa.com, travelers were asked to participate in a survey to determine their travel planning characteristics. **This group ordered an Iowa Travel Guide via traveliowa.com ordering page. Over 13,000 travelers participated in the survey.**

Sources: Iowa Economic Development Authority/Tourism Office, U.S. Census 2018 Estimates, and 2018 Google Analytics for traveliowa.com.



Iowa Byways State Agency Support

Iowa Department of Transportation

- Provides Development and Sustainability funding to support local efforts.
- Provides support for Iowa byway signs design, fabrication, installation and maintenance.
- Provides the Iowa Byways™ Brand and support
 - Includes all designated Iowa Byways in the Iowa Byways™ Travel Guide.
<https://iowadot.gov/iowasbyways/iowaBywaysTravelGuide.pdf>
 - Provides free distribution of the travel guide and Byway Sign posters
 - Provides trademark filing and management for the Iowa Byways.

Travel Iowa - Iowa Economic Development Authority

- Travel Iowa voluntarily provides free web services for promoting the Iowa Byways™.
www.lowabyways.com or <https://www.traveliowa.com/getinspired/the-scenic-route/12/>
 - Travel Iowa voluntarily pays for specific promotion of key byway terms to promote more visitor traffic online. (There is no charge to byways or the DOT program.)
 - Travel Iowa uses Google analytics to study Iowa Byways web traffic.
- Travel Iowa provides Iowa Byways with marketing workshops and consultation at no cost when requested.
- Individual Byways may pay Travel Iowa for advertising under a partner program that allows Iowa tourism stakeholders to purchase advertising at group rates in key travel publications, online platforms etc. <https://www.traveliowa.com/industry-partners/>

Iowa DNR and Cultural Affairs provide additional support on the
Iowa Byways Advisory Council and other support





Iowa DOT Byways Program Funding

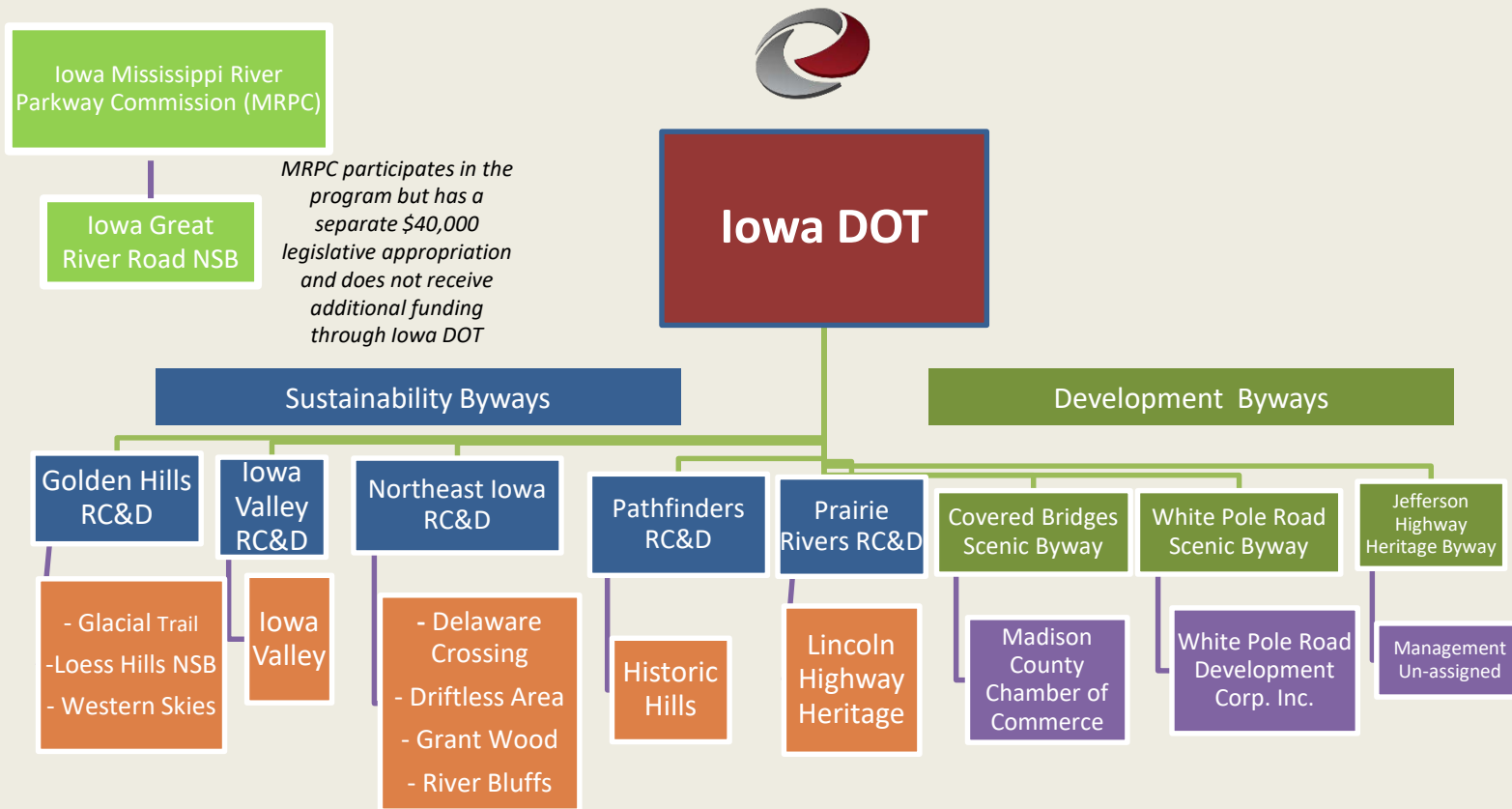
\$500,000 programmed annually

- **Signing** (Design, plans, purchase, installation, maintenance and replacement)
- **Iowa DOT support for the Iowa Byways™ brand**
 - Iowa Byways website hosted by Travel Iowa
 - Legal trademark protection and licensing
 - In-kind Iowa DOT design and printing
 - External large volume printing of the Iowa Byways Travel Guide
- **Statewide Sustainability capacity building agreements:**
 - Phase 4 2017-2020 (Extension to 2021 pending)
 - Statewide collaboration + Capacity building and shared resources
 - Corridor Management Plans (one-time per byway) Complete in 2018
- **New Byway Development agreements**
- **Future Iowa program needs**
 - Iowa Byways Strategic Plan
 - Iowa Byways Brand refresh and market plan
 - Supplemental Wayfinding and
 - Overlooks
 - Interpretation

Iowa Byways Development and Sustainability

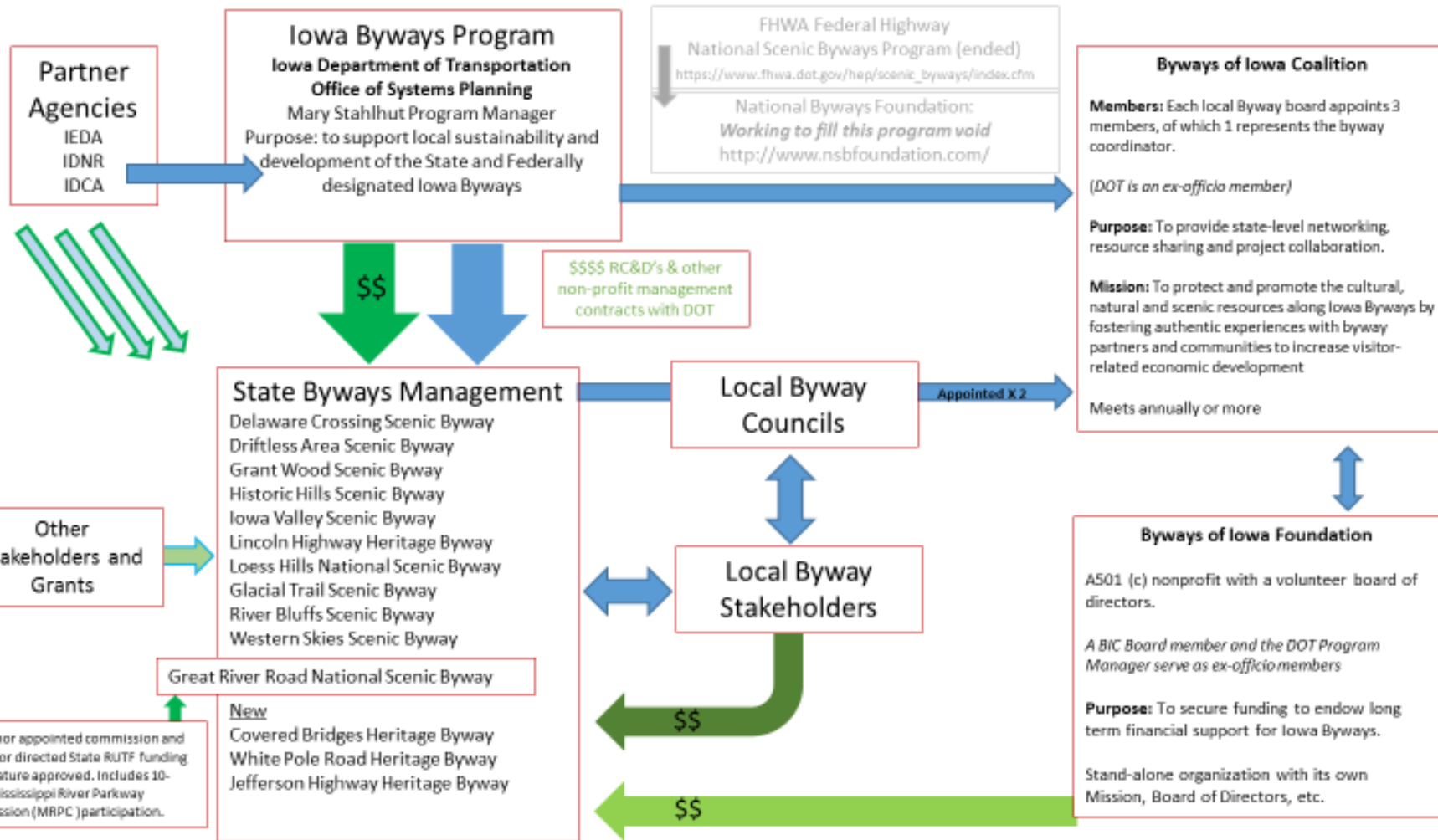
Iowa DOT funded projects 2008-2019

State government partnering with private entities to accomplish specific tasks



Scenic Byway Boards are diverse groups of local volunteers and leaders. With the exception of the Iowa Great River Road, byways up to 2016 had partnered with an RC&D. New Iowa byways are following new models





Iowa Byways Relationships and Support

Iowa Byways Signing

New Byways

- **White Pole Road - 2018**
 - 26 miles parallel to I-80 - part gravel/dirt Menlo through Adair
- **Covered Bridges - 2018**
 - 82 miles = 64 paved and 18 gravel with access to covered bridges
- **Jefferson Highway - 2019**
 - 235 miles of historic named route pre-dating establishment of numbered routes

Byway re-routes and extensions

- **Iowa Great River Road - Scenic and Historic - 2016-2018**
 - 2016-18 signing project adjusted for route changes and extended river views
- **Historic Hills Scenic Byway - Scenic and Historic- 2018**
 - Add 6.5 miles to extend through Moravia to Honey Creek State Park Resort
- **Driftless Area Scenic Byway - Scenic- 2018**
 - Add 44-mile loop to Decorah providing a gateway entrance



Iowa Byways Funding Summary

All Byways

- Ongoing collaboration and brand support (*\$20,000/year*)
- Signing maintenance and replacement (*\$5,000/year*)
- Training and other resources (*\$10,000/year*)

Existing Byways

- Sustainability contracts increased for Phase 4 from \$150K to \$200K
- Capacity building and statewide collaboration

New Byway Support

- New sign design, fabrication and installation (one-time)
- \$120,000/year Capacity building, start-up for three byways

Next Projects

- Potential new byways extensions (2016) Evaluate in 2019-2020
 - Historic Hills
 - Western Skies
- October 2020 next round of applications



Iowa Byways Shared Confidence and Strength

