

Santa Fe Trail Scenic and Historic Byway Corridor Management Plan

March, 2023



The Santa Fe Trail Scenic and Historic Byway, which follows the path of an important historic trade route between the U.S. and Mexico, connects communities and cultures along the route today, just as the original trail did in the past.

Santa Fe Trail Scenic and Historic Byway in Colorado theme statement.
Adopted 12/2022



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1. Information

This Corridor Management Plan (CMP) describes the Byway and its Corridor. Sections 1-4 of the plan contain background information on corridor management plans and the historic Santa Fe Trail. Sections 5-8 address the Byway as a roadway. Sections 9-14 address the roadway as a byway, and includes prioritized recommendations (Action Items) on the protection, marketing and interpretation of the Byway Corridor's resources and amenities. Priorities (High, Medium, Low) were assigned based on several factors, including urgency, effectiveness (bang for the buck) and practicality. Throughout this document, the Byway is generally described or outlined traveling east to west. Terms and abbreviations that are used frequently include:

Byway and byway: An upper case "B" is used to refer to the Santa Fe Trail Scenic and Historic Byway. A lowercase "b" is used to refer to byways in general.

C&P: Canyons & Plains, the non-profit organization responsible for the Byway's administration.

Corridor: The land area adjacent to a byway that contains the byway's resources and influences the character of the byway, and is, in turn, affected by the byway and its users.

CDOT: Colorado Department of Transportation

CMP: Corridor Management Plan

CPW: Colorado Department of Parks and Wildlife

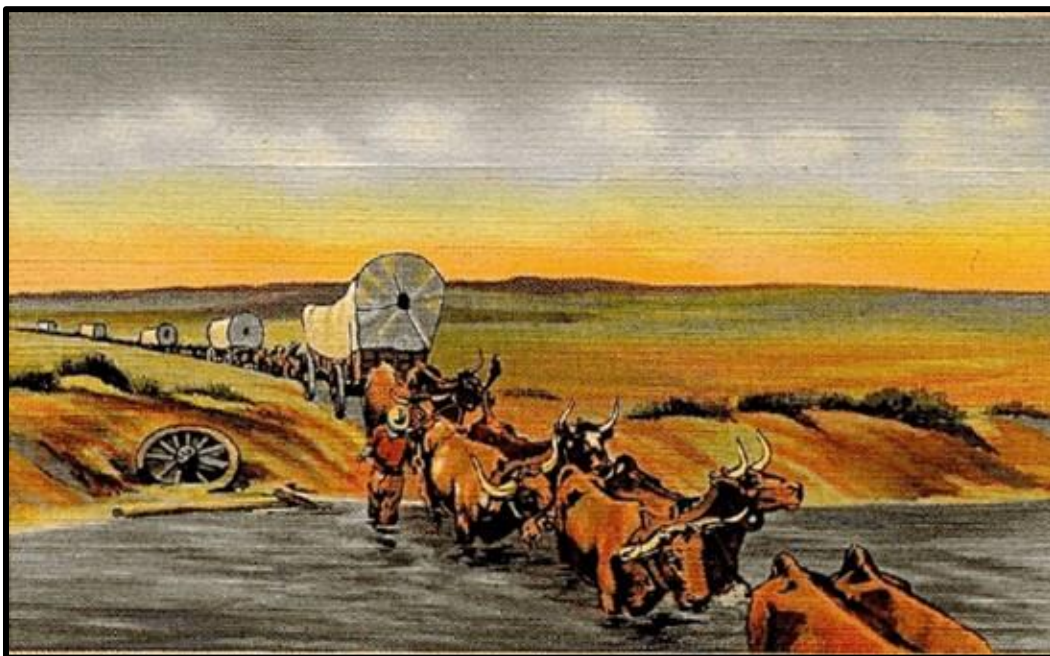
CTO: Colorado Tourism Office

DAR: Daughters of the American Revolution

NPS: National Park Service

Trail: The Santa Fe Trail

USFS: United States Forest Service




One of nine Santa Fe Trail murals painted by Edward Holslag
Courtesy the Santa Fe Trail Association

2. What is a Corridor Management Plan?

A Corridor management plan (CMP) is a written plan that identifies a byway's scenic, historic, archaeological, cultural, natural, and recreational qualities and amenities, and outlines how to protect, interpret, market and enhance the byway. A CMP is developed in conjunction with the agencies, organizations, communities and stakeholders in the byway Corridor. A CMP is a guide that addresses issues but does not necessarily offer solutions for every problem. At the very least, a CMP identifies and discusses the byway's intrinsic qualities; reviews the roadway's current condition, safety and maintenance; addresses visitor needs and tourism development; and discusses promoting and interpreting the byway while protecting its outstanding features and character for the future.

Colorado and the Federal Highway Administration (FHWA) require a CMP for a byway to retain Scenic Byway designation. The FHWA requires each CMP to contain the components listed in the table below. In order to make this CMP more logical and comprehensible, these components are not presented as discreet sections of the plan. Instead, the required information is contained throughout this document.

A map identifying the Corridor boundaries, location of intrinsic qualities, and land uses in the Corridor.	An assessment of the byway's intrinsic qualities and their context	A strategy for maintaining and enhancing each of the byway's intrinsic qualities.
A list of the agencies, groups, and individuals who are part of the team that will carry out the plan.	A strategy for enhancing existing development in the Corridor and how to accommodate new development while preserving the byway's intrinsic qualities.	A plan for on-going public participation.
A general review of the road's safety record and ways to accommodate safety needs while preserving the road's character.	A plan to accommodate commercial traffic while ensuring the safety of sightseers in smaller vehicles, as well as bicyclists, joggers, and pedestrians.	A listing and discussion of efforts to minimize anomalous intrusions on the visitor's experience of the byway.
Documentation of compliance with all existing local, state, and federal laws about the control of outdoor advertising.	A plan to make sure that the number and placement of highway signs will not get in the way of scenery, but still be sufficient to help tourists find their way.	Plans for how to market and publicize the byway.
Any proposals for modifying the roadway, including an evaluation of design standards and how proposed changes may affect the byway's intrinsic qualities.	A description of a plan to interpret the byway's significant resources.	

This CMP was developed under the supervision and guidance of the Colorado Santa Fe Trail Scenic and Historic Byway Committee. Committee members and their affiliation are below.

Rick Wallner
Board President,
Canyons & Plains

Pamela Denahy
Director of Tourism,
City of La Junta

Marty Hackett
Tourism and Welcome
Center Manager,
City of Trinidad

LaDonna Hutton
Vice President,
Bent's Fort Chapter
of the Santa Fe Trail
Association

Jake Koch
Park Ranger
National Park Service
Bent's Old Fort

Note: Stuart West, National Park Service, served on the Committee during part of the time this CMP was being developed.

3. Updating the CMP

The first CMP for the Byway was completed in 1997, with an update being completed in 2017. Like most CMPs this update takes a 10-year view. In many respects, the Byway has changed little over the past decade, retaining most of its archaeological, historic, natural, scenic, cultural and recreational qualities and amenities. In some cases, these qualities and amenities have increased or been improved. For example, a new state park (Fishers Peak) has been established outside Trinidad, and a multi-panel kiosk with Trail-related interpretive signs will be erected at John Martin Reservoir State Park in 2023. New interpretive signs have been installed at several locations in the Corridor, and La Junta's Tarantula Fest became a new cultural event that showcases a unique Byway natural resource--tarantulas. Amache (AKA Granada Relocation Center) was designated a National Historic Site and an associated museum has been relocated and improved. The adjacent Scenic Highway of Legends was designated a National Scenic Byway in 2022, increasing the allure and impact of byways in Southeast Colorado.

Perhaps most importantly, in 2020, the Colorado State Scenic Byway office asked the Canyons & Plains Regional Heritage Taskforce (AKA Canyons & Plains and C&P) to assume responsibility for the administration and management of the Byway. Launched in 2003, C&P is a 501c3 non-profit community organization with the mission of promoting visitation to, and stewardship of, the unique historical, natural, and cultural assets of Southeast Colorado. C&P originally included six counties: Baca, Bent, Crowley, Kiowa, Otero and Prowers. In 2020, when the Colorado Tourism Office (CTO) reorganized its travel regions, C&P invited Las Animas County to join the organization. The breadth and influence of C&P in the Corridor and the region, was increased by this addition of Las Animas County and the city of Trinidad to the organization.

In addition to assuming responsibility for the administration of the Byway, affiliation with C&P will provide the Byway access to diverse materials and resources, including a soon-to-be developed Byway micro-site, and will facilitate establishing weblinks with numerous entities. C&P also provides an important connection to the Colorado Tourism Office. The Byway's affiliation with C&P and CTO will provide a measure of stability that will help sustain the Byway as a vital part of the region's heritage and economy.

A variety of materials and activities were used to create this CMP.

- A project launch meeting (virtual) was held with the Byway Committee to discuss the CMP, the CMP planning process, the state of the Byway and the Committee's vision for the Byway's future.
- A Byway Survey was developed and provided to Byway Committee members, the results of which are found in **Appendix 3**.
- A similar survey was developed and provided to key Byway stakeholders, and was also partially used in three public meetings held on the Byway. **Appendix 4** contains a brief summary of the public meetings.
- The consultant preparing the CMP traveled the length of the Byway, visiting important sites and interviewing key partners.
- Numerous documents and materials were used, including economic impact studies, resident and stakeholder surveys, CTO reports, conservation plans, Santa Fe Trail guide books and more. **Appendix 13** is a list of reference materials and sources used to develop this CMP.

Public Involvement

Three public meetings were held in December, 2022, one in each in the Byway's three largest cities: Lamar, La Junta and Trinidad. These meetings yielded valuable information on

- Meeting attendee knowledge of the Byway
- Knowledge of the Byway in Corridor communities
- Local and regional sources of Byway information
- Sources of general local/regional news and information
- Byway user types
- Possible Byway management activities
- Current and future threats to the Byway.

Among the things learned through the public process, is that the Byway Committee and the public meeting attendees have very similar views of the Byway, it's users and its management.

Activities Most Supported by Public Meeting Attendees	Activities Most Supported by Committee Members
<ol style="list-style-type: none"> 1. Maintain or upgrade existing pullouts/scenic overlooks 2. Create new interpretive signs/kiosks 3. Conduct marketing/advertising: Santa Fe Trail states 4. Create self-guided Byway tours/itineraries 5. Conduct marketing/advertising: Local/Regional 6. Conduct marketing/advertising: National 7. Provide training on the Byway to front line hospitality personnel 8. Increase/improve the Byway's internet and social media presence 	<ol style="list-style-type: none"> 1. Repair existing interpretive signs/kiosks 2. Reprint existing brochures and literature 3. Conduct marketing/advertising: Santa Fe Trail states 4. Increase/improve the Byway's internet and social media presence 5. Coordinate activities with other Santa Fe Trail states 6. Provide training on the Byway to front line hospitality personnel 7. Conduct marketing/advertising: Local/Regional 8. Create new interpretive signs/kiosks



CMP public meeting, La Junta, Colorado

4. The Santa Fe Trail: An Overview

The Santa Fe Trail was established in 1821, when William Becknell and five companions from Missouri first transported goods to Santa Fe, Mexico, creating the United States' first and foremost international trade route. The Santa Fe Trail passed through what are now the states of Missouri, Kansas, Oklahoma, Colorado and New Mexico. Goods traveled in both directions on the nearly 900-mile-long trail, creating strong commercial and cultural ties between the two countries and the indigenous peoples along the route.

Although primarily a trade route, the Trail also served some migrants and connected to trails in the Santa Fe area that were used by migrants heading to California. The Trail's shorter route, the Cimarron Route (or "Cutoff"), had less reliable water sources and more chance of hostilities with Native Tribes, so the Mountain Route (or Branch) became established north of the Cimarron Route. This longer, but often safer route, passed through southeast Colorado.



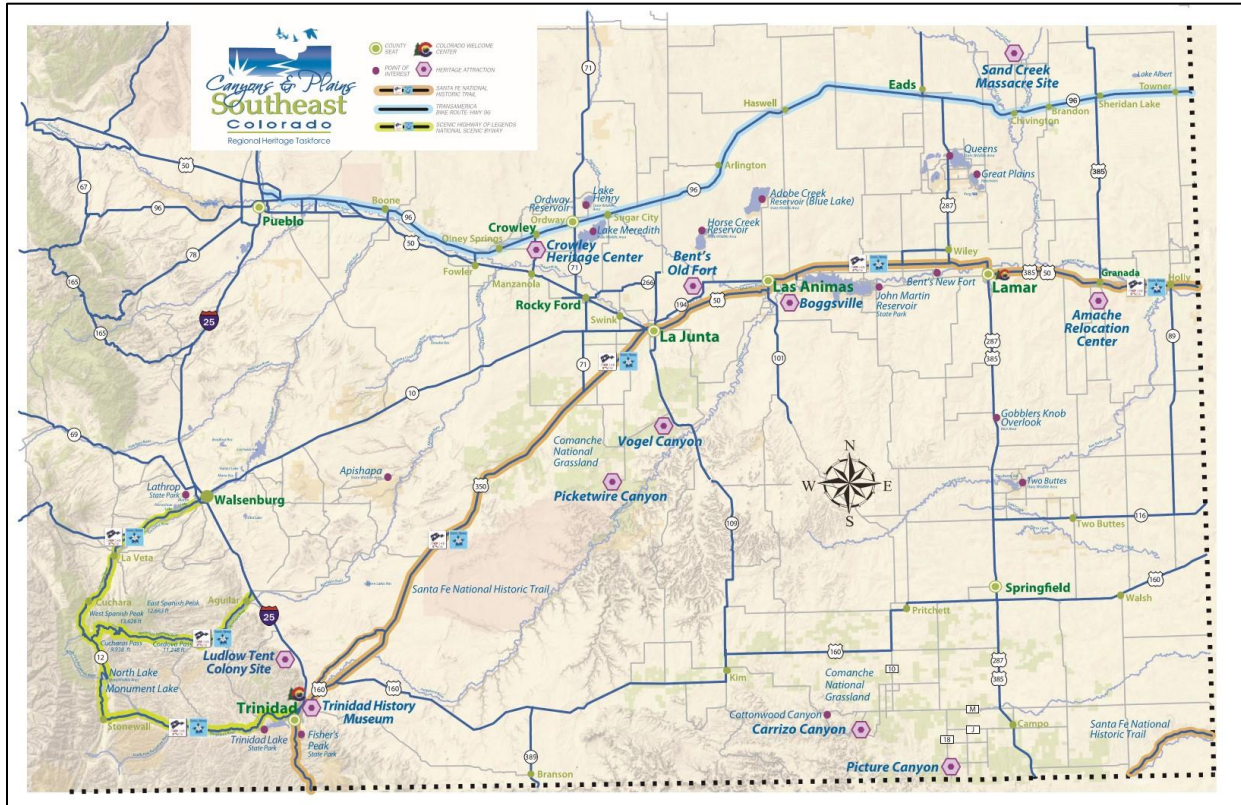
Wagons on the Trail, generally pulled by mules and oxen, traversed prairies, high desert, canyons, mountain passes and numerous rivers and creeks. The route varied somewhat seasonally, based on local geography and conditions, the availability of water and game animals, Native American activity, and other factors. While wagon traffic was usually dispersed over a wide swath, swales and ruts created by the thousands of wagons using the Trail can be seen in some areas in Colorado.

A major development on the Mountain Route was the establishment in the 1830s of Bent's Fort (now known as Bent's Old Fort) on the Arkansas River near present day La Junta, Colorado. At that time, the Arkansas River in southeast Colorado formed the international boundary between the United States and Mexico, and Bent's Fort became the central hub for trade, commerce and cultural exchange in the Southwestern United States. Americans and Mexicans with diverse ancestries and Native Americans from numerous tribes mixed, conducted business, intermarried and assimilated culturally at Bent's Fort and in the surrounding region.

Over time, the uses and character of the Trail changed. In 1848, after war with Mexico, the United States annexed most of present-day New Mexico, Arizona, Utah, Nevada and California and portions of Colorado and Kansas. This opened the American Southwest to the U.S. Army, stagecoach traffic, gold seekers, homesteaders, missionaries and emigrants. Both the United States Army and Confederate forces utilized the Trail and occupied Santa Fe during the American Civil War. In 1880, the first steam locomotive entered Santa Fe, bringing an end to the era of the Santa Fe Trail.

5. The Byway and Byway Corridor

Colorado’s Santa Fe Trail Scenic and Historic Byway traverses 188 miles of southeast Colorado, extending from the Colorado/Kansas state line east of Holly, Colorado, to the Colorado/New Mexico state line on Raton Pass. Following State Highways 50 and 350 and Interstate Highway I-25, the Byway follows the Mountain Route of the Trail, passing through the four largest cities in southeast Colorado: Lamar, Las Animas, La Junta and Trinidad.



Lamar

County seat of Prowers County
2020 population: 7,687

Las Animas

County seat of Bent County
2020 population: 2,278

La Junta

County seat of Otero County
2020 population: 7,370

Trinidad

County seat of Las Animas County
2020 population: 8,175

The Santa Fe Trail in Colorado has received multiple designations in recognition of its historic significance, landscape integrity and contributions to the heritage and culture of Southeast Colorado and the American Southwest:

- National Historic Trail and Auto Tour Route, National Park Service (NPS)
- Colorado State Scenic and Historic Byway
- National Scenic and Historic Byway, one of 13 America's Byways® designated in Colorado.



National Historic Trail



Colorado Scenic and Historic Byway



National Byway

6. Corridor Land Use

The Byway Corridor is generally accepted to be five to ten miles wide, encompassing the Santa Fe Trail's route as documented by NPS. The width of the Corridor varies based on the Trail's location, the topography of the land, the viewshed, and the locations of important intrinsic qualities and attractions. For example, one of the Byway's most important and most heavily visited sites, Bent's Old Fort, is approximately six miles off of the Byway's main roadway. Along much of the Byway, vistas extend well beyond the designated roadway. On clear days, distances of 75 miles or greater can be seen from high points along the Byway, particularly along Highway 350.

Historically the Trail had an impact far beyond its route. Similarly, the Byway has an impact beyond its Corridor, and benefits travelers throughout the region. For example, the Byway is an important component of the Colorado Tourism Office's Canyons & Plains Region's character, programs and activities.



Approximate Byway Corridor

The majority of the Corridor is undeveloped, and under agricultural use and the Soil Conservation Service has designated Prowers, Bent, Otero and Las Animas counties prime farmland. Urban development is largely limited to Holly, Granada, Lamar, Las Animas, La Junta and Trinidad.

Byway Corridor Population (2020 U.S. Census)

Prowers County	Bent County	Otero County	Las Animas County	Total
11,996	5,759	18,690	14,555	51,000
Town of Holly 837	City of Las Animas 2,278	City of La Junta 7,342	City of Trinidad 8,329	26,918 (53% of Corridor population)
Town of Granada 445				
City of Lamar 7,687				

There is extensive Federally-owned land in the Corridor, much of which is open to the public. Federal lands include:

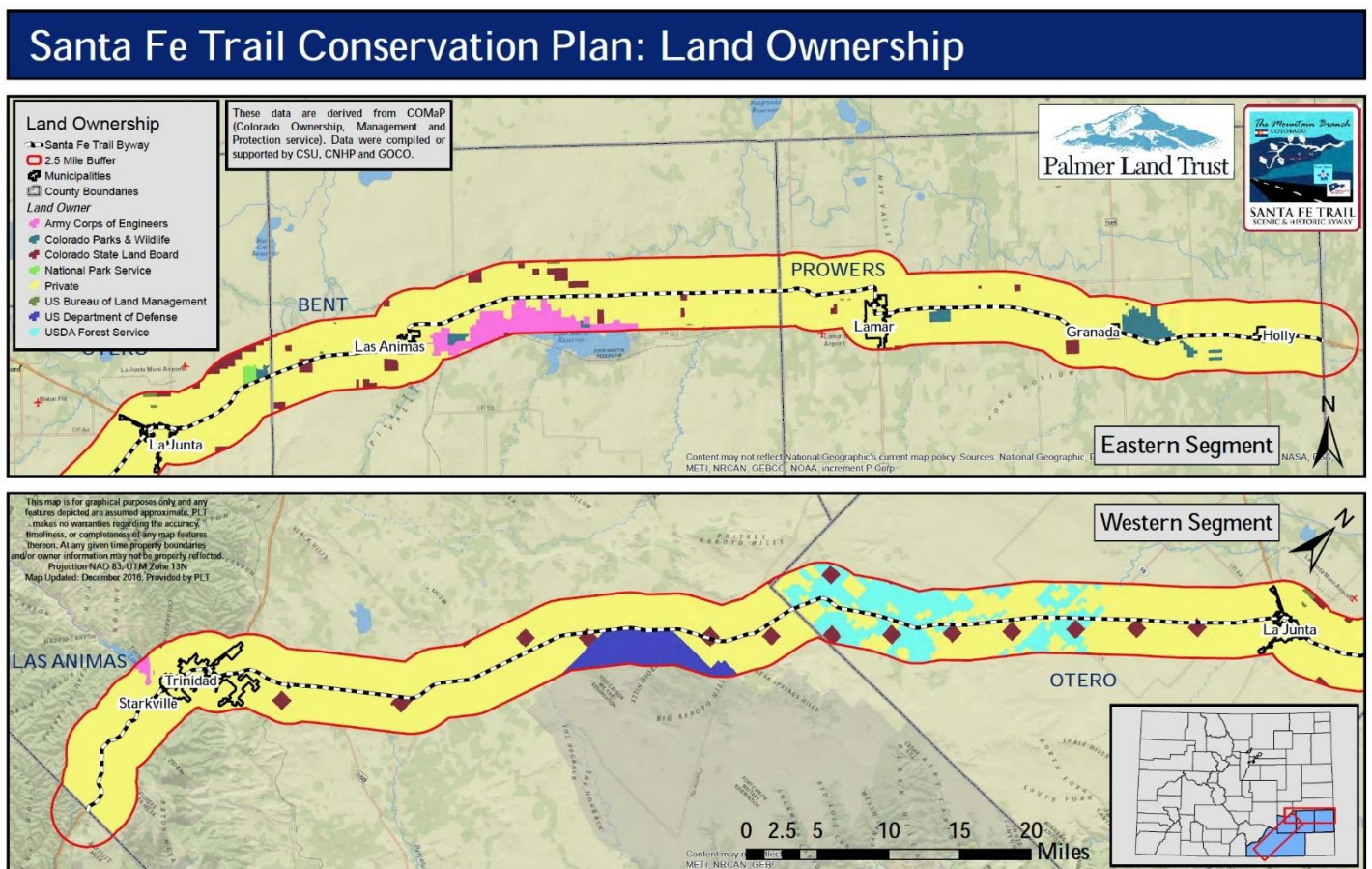
- Amache National Historic Site
- Bent's Old Fort National Historic site
- Comanche National Grassland
- Pinon Canyon Maneuver Site (limited public access)

The state of Colorado owns and manages extensive acreage in the Corridor, virtually all of it open to the public, including:

- John Martin Reservoir State Park
- Trinidad Lake State Park
- Fishers Peak State Park
- Several State Wildlife Areas

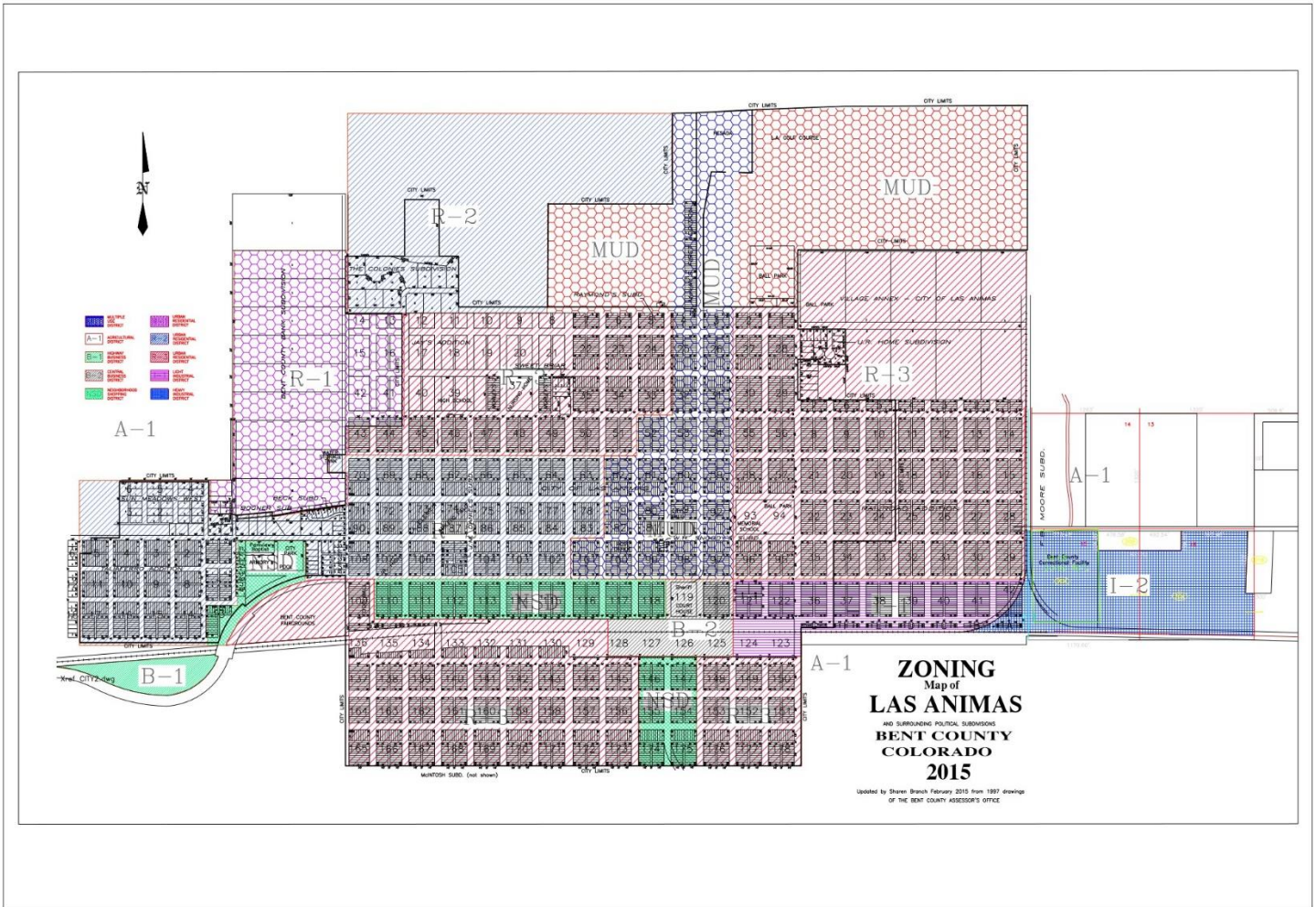
Other public lands include small parcels owned by Corridor cities and counties. The Burlington Northern and Santa Fe Railway owns rail lines and their rights-of-way, and CDOT owns and manages state highways and their rights-of-way. The vast majority of the remainder of the Corridor is in private ownership.

Some minor changes in land ownership may have occurred since the maps below were produced, so some may not be 100% accurate.

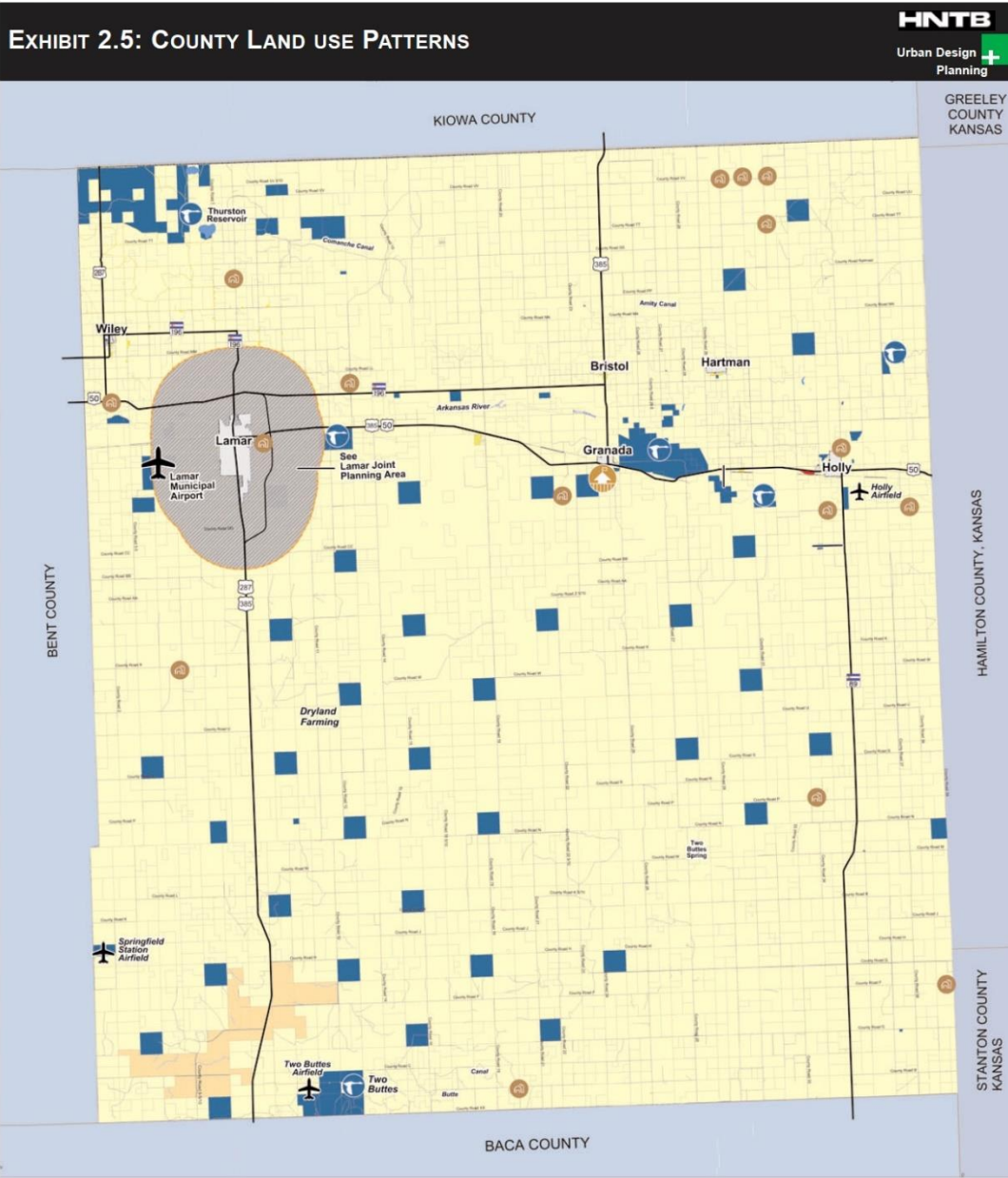


Bent County Land Use/Zoning

The majority of Bent County, including the Corridor, is zoned Agricultural. For this reason, an overall county Land Use and Zoning map had not been produced at the time this CMP was developed. The zoning map for the city of Las Animas is below. Zoning maps for the towns of Hasty and McClave and the communities of Caddoa and Fort Lyon are available from the Bent County Land Use Department.



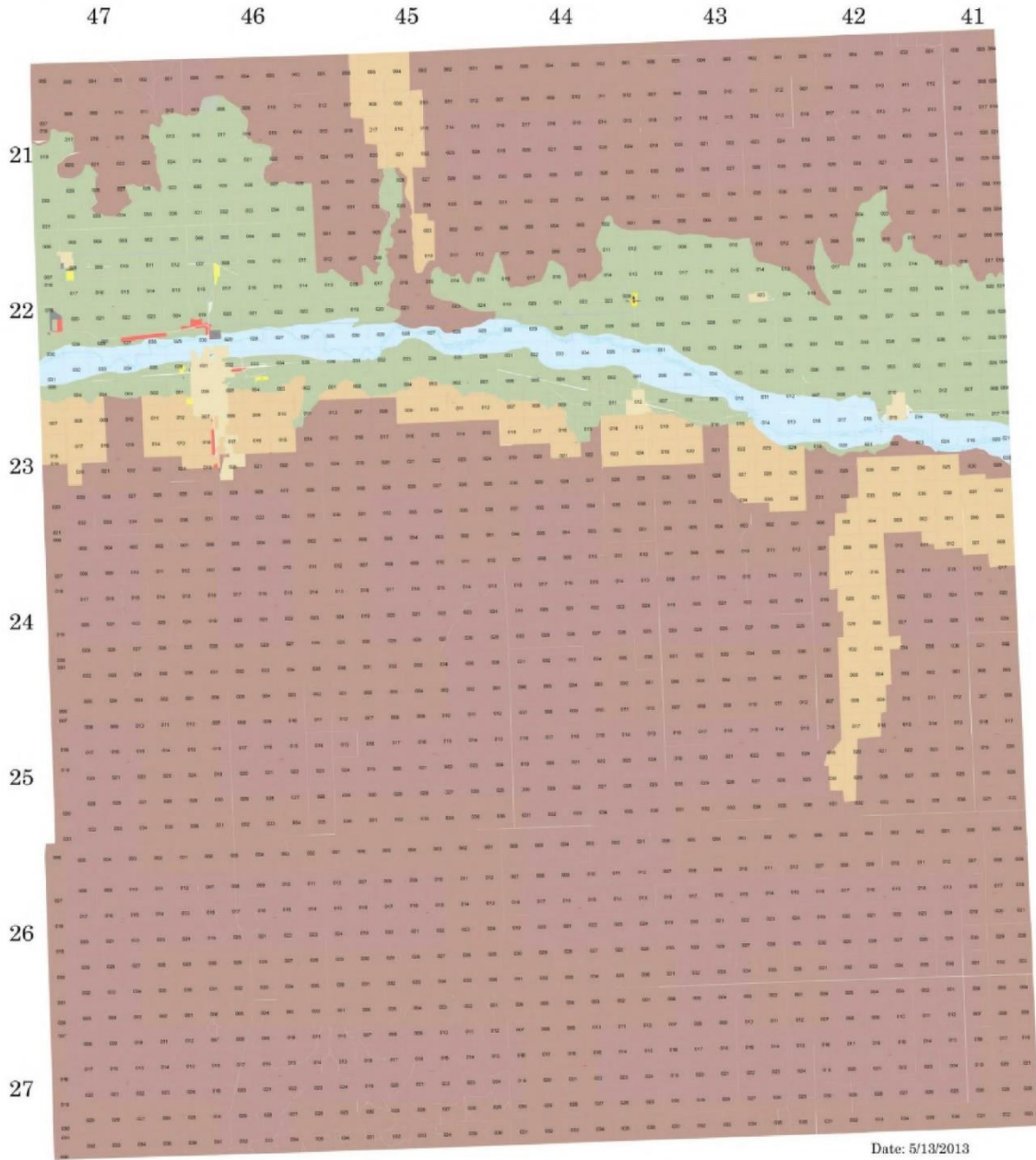
Prowers County Land Use













Prowers County Master Plan



Prowers County Zoning Map



Date: 5/13/2013

Legend			
	CITIES		C-2 HIGHWAY COMMERCIAL
	A-1 IRRIGATED LAND		F-1 FLOODPLAIN
	A-2 NON-IRRIGATED LAND		I-1 INDUSTRIAL
	A-3 FRAGILE LAND		R-1 SINGLE FAMILY RESIDENTIAL
	C-1 LOCAL COMMERCIAL		R-2 MIXED RESIDENTIAL

This map is for general planning purposes only and is subject to updates and changes. Any user should check with Prowers County Prior to use to be sure that the data is correct. Because of the scale of this map, any user should not rely on it for the exact definition of any boundary or division line shown on said map. The map is based on information from numerous sources, the accuracy of which is not guaranteed by Prowers County. Prowers County is not responsible and shall not be held liable to the user for damages of any kind arising from the data or information on this map.



OTERO COUNTY, COLORADO STATE AND FEDERAL LANDS MAP

KIOWA

MAP FEATURES

<ul style="list-style-type: none"> WATERWAYS SECTIONS COUNTY LINES STATE BOUNDARIES MUNICIPALITIES OTHER PARCELS 	<ul style="list-style-type: none"> BLM LAND DATA BLM OTHER FEDERAL LAND COMM-CHIEF INCL. PRIVATE WATERLAND
---	--

PUEBLO

BENT

CROWLEY

LAS ANIMAS



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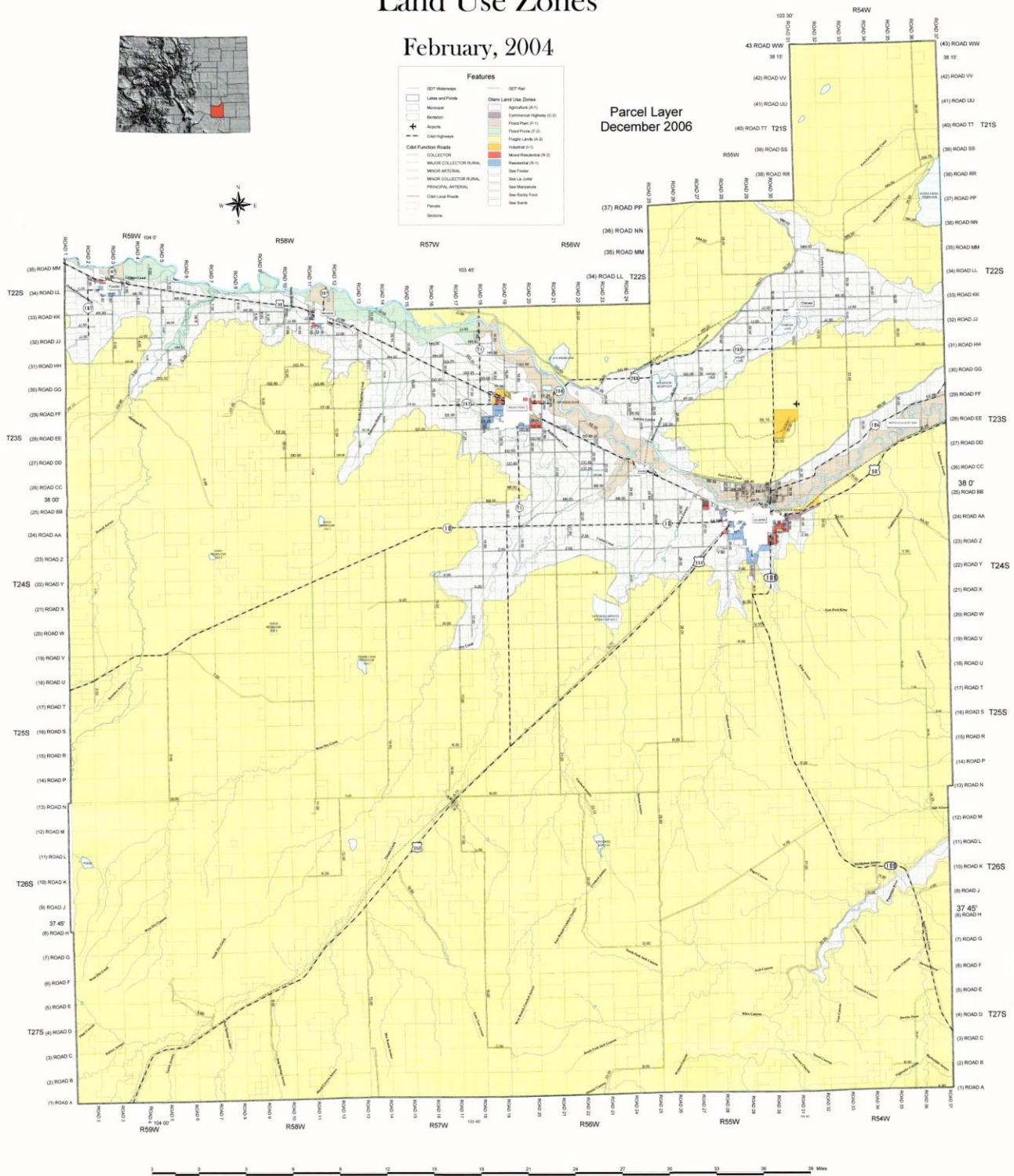


Otero County reports that county land use zones remain virtually unchanged since this map was created.

OTERO COUNTY, COLORADO Land Use Zones

February, 2004

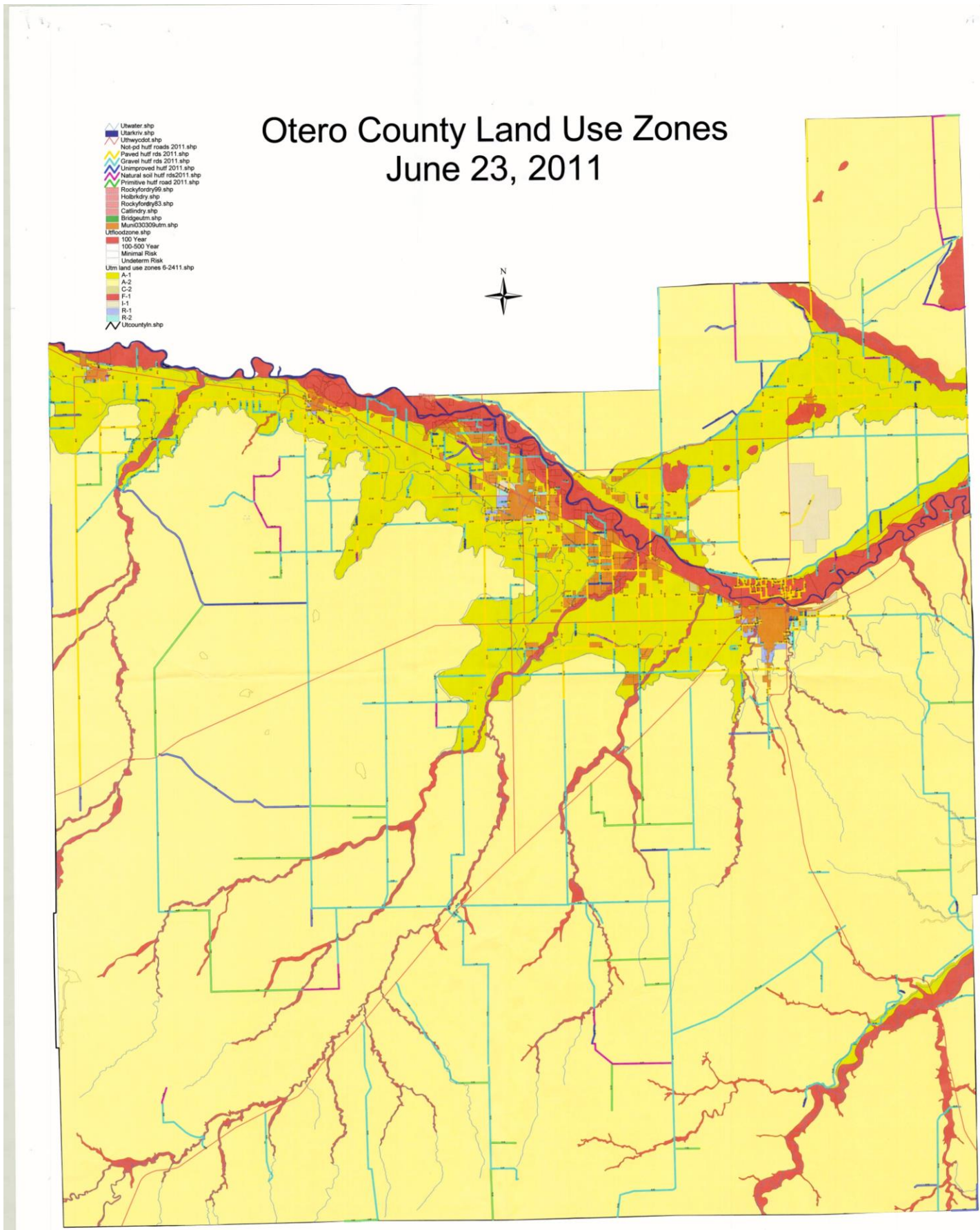
Parcel Layer
December 2006



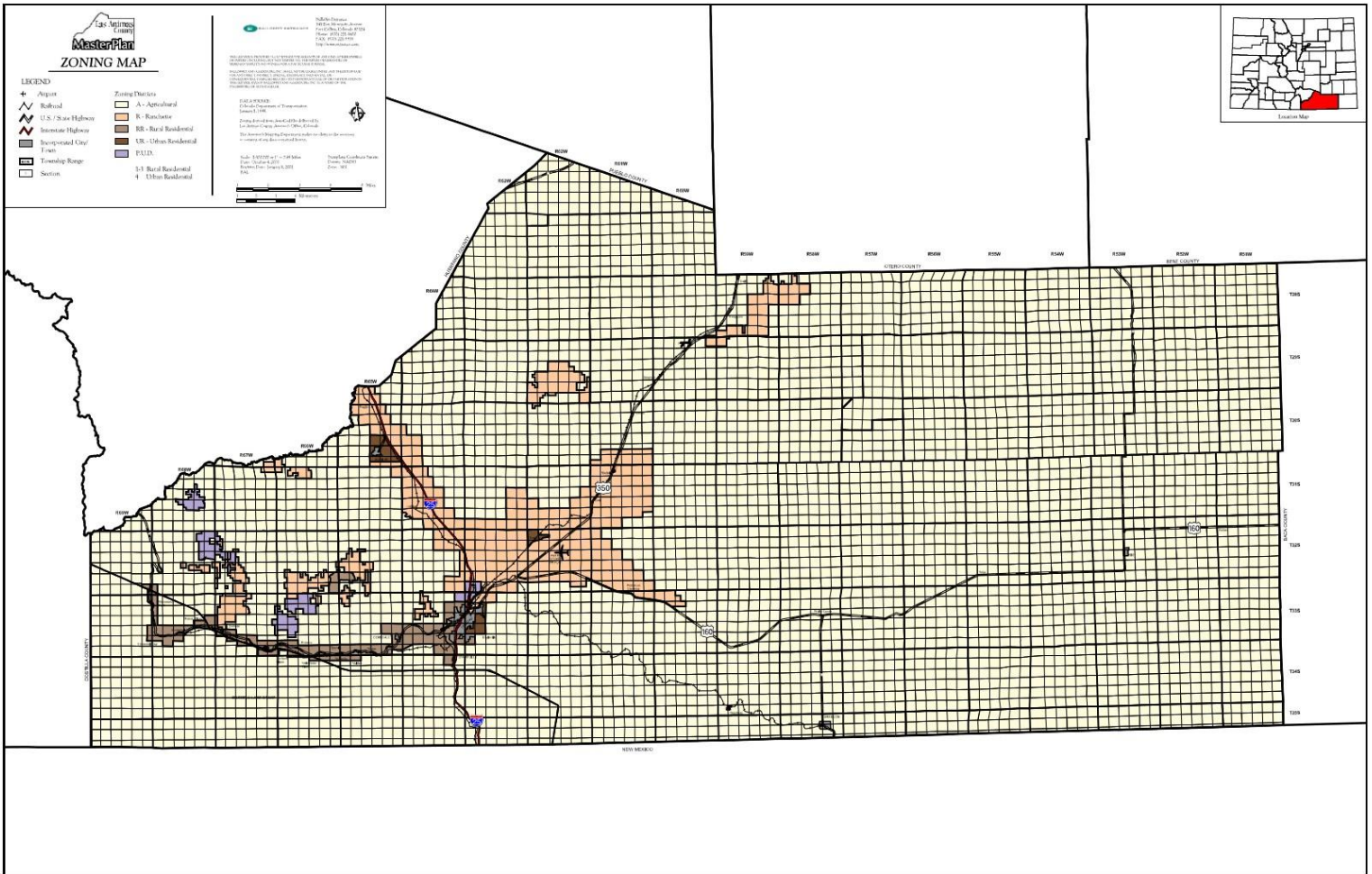
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Otero County reports that county land use zones remain virtually unchanged since this map was created.



Las Animas County Land Use



6. Wayfinding

The 188-mile-long Byway has a variety of wayfinding and directional signs. **Appendix 6** contains a partial inventory of the Trail-related signs and markers found along the Byway in December, 2022. (A complete sign inventory, including interpretive signs, will be conducted in 2023). **Appendix 7** contains NPS sign plans (maps) showing the locations of wayfinding, directional and site identification signs on the Byway and at Byway sites on Comanche National Grassland. These maps were created in 2012 and the presence of the indicated signs was not confirmed when developing this CMP.

There is a variety of sign types on the Byway and there is some inconsistency in sign combinations and placement on sign posts. This may confuse both travelers and Byway Corridor residents. Although most of the major intersections on the Byway are well-signed, many stretches of the roadway are inadequately signed. In addition, many signs do not meet CDOT specifications and others are in Fair to Poor condition.

The table below shows some of the inconsistency of wayfinding and directional sign types and configurations and identifies other signage concerns.

		
 <ul style="list-style-type: none"> • The green National Historic Trail and Auto Tour Route signs are inconsistent with authorized brown signs. • All four signs are in only fair condition. • Top and bottom signs should abut (below). 	 <ul style="list-style-type: none"> • Inconsistent placement of signs on poles. 	 <p>Signs indicating the Beginning and End of the Byway are lacking.</p>

The Byway contains more Auto Tour Route signs than Colorado State Byway signs, and several sections of the Byway do not meet CDOT standards for placing Byway reassurance signs (Columbine and Byway name) a minimum of every 10 miles, as the table below indicates. Note: This table does not include information on the Byway between Trinidad and the Byway terminus on Raton Pass.

Byway Section	Approximate Miles	Auto Tour Route Signs	Colorado State Byway Signs	Other Signs
Hwy. 50 Westbound CO/KS state line to Lamar	31	2	1	
Hwy. 50 Eastbound Lamar to CO/KS state line		3	0	
Hwy. 50 Westbound Lamar to La Junta	55	5	4 <i>(2 without the Byway name)</i>	1 America's Byway
Hwy. 50 Eastbound La Junta to Lamar		1	2 <i>(1 without the Byway name)</i>	1 America's Byway
Hwy. 350 Westbound La Junta to Trinidad	78	8	1	
Hwy. 350 Eastbound Trinidad to La Junta		5	0	

CDOT is determining whether this location needs a Byway name sign or if that would be redundant with "Santa Fe Trail" appearing on an adjacent SFTA sign.

Site Identification and Directional Signs

The Byway contains numerous signs that identify and/or direct travelers to various Byway features and sites. Most of these signs are in Good or better condition. Examples include:



Limestone Markers and DAR Markers and Monuments

Several sections of the original Trail route are marked with limestone markers, placed by a variety of organizations. The Daughters of the American Revolution (DAR) has placed granite markers along the Trail route, and has also placed commemorative monuments at key sites along the Byway, including the iconic, Madonna of the Trail statue at the Lamar Welcome Center.



Limestone Trail marker



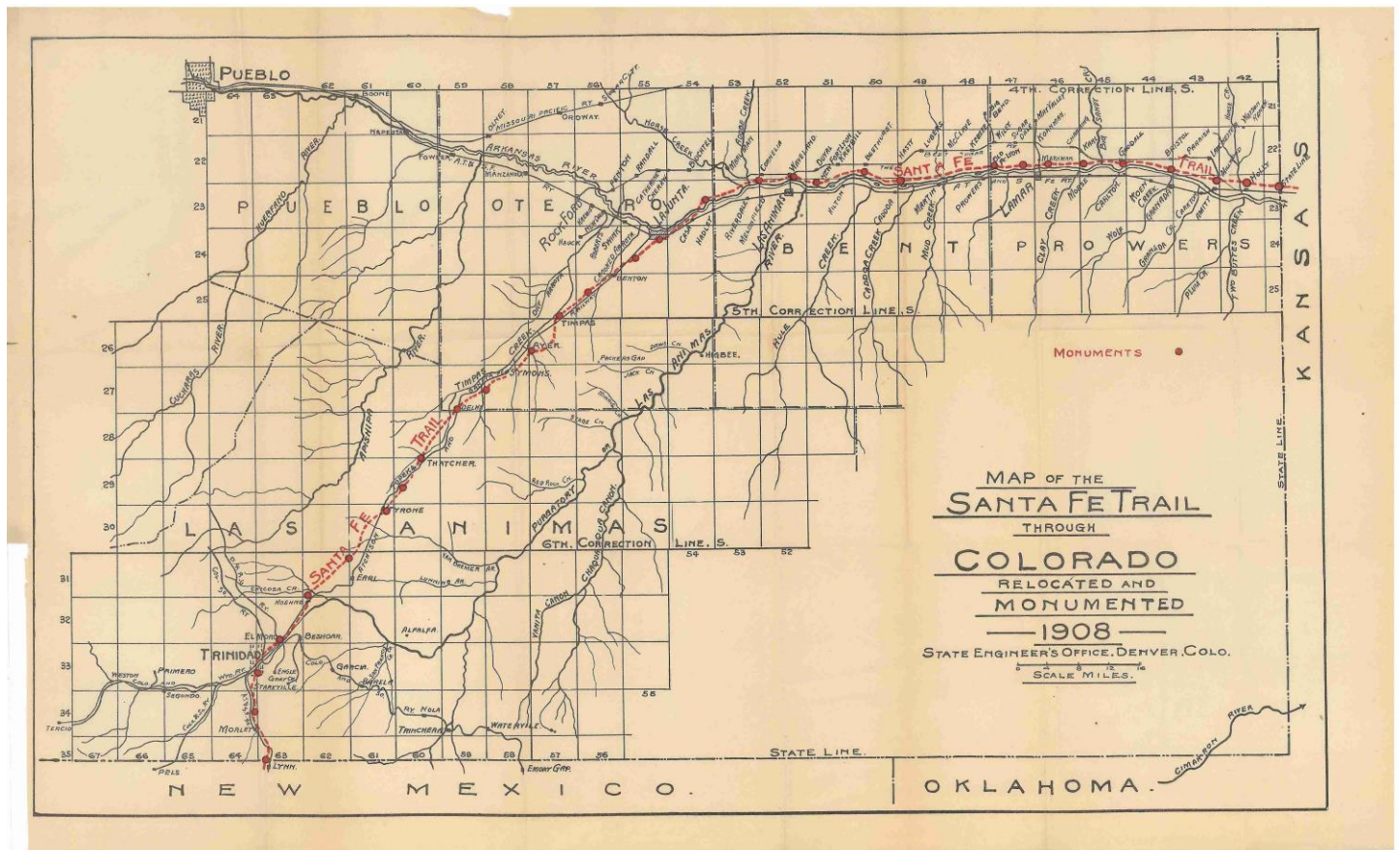
DAR granite Trail marker



DAR monument (Trinidad)



Madonna of the Trail



Map showing the original locations of DAR markers. The presence of each of these markers was not confirmed when developing this CMP.

While not a complete inventory, the table below identifies the locations of limestone and granite makers and monuments.

Between the Colorado/Kansas State Line and Lamar			
Location	Limestone Marker	DAR Granite Marker	Monument
Lamar Welcome Center			Madonna of the Trail statue
Big Timbers Museum		X	
Between Lamar and La Junta			
Bent's New Fort		X	
John Martin Reservoir State Park		X	
Boggsville Historic Site	X		
Bent's Old Fort National Historic Site	X	X	Bent's Old Fort monument
Between La Junta and Trinidad			
Hwy. 350 Westbound, 0.25 mile west of CR Y		X	
Sierra Vista Trailhead	X X	X	
Timpas Picnic Area	X	X	
Town of Timpas		X	
Hwy. 350 Eastbound at Rd 17		X	
Hwy. 350 MM 46.2	X		
CR 9, 0.3 mile south of Hwy. 350	X		
CR 9, Iron Spring allotment	X	X	
CR 9, Iron Spring parking lot	XX		
Hwy. 350 Westbound MM 24		X	
Rd 52, 2.6 miles west of Hwy. 350 (Model)		X	
Kit Carson Park, Trinidad			DAR monument

The following actions are intended to standardize signage on the Byway, provide better information to Byway travelers and increase resident awareness of, pride in and support for the Byway.

Wayfinding Action Items		Priority
Complete an inventory of Trail- and Byway-related wayfinding, directional, reassurance and site identification signs and Trail markers in the Corridor. The inventory should document sign type, roadway location (e.g., Hwy. 50 Westbound MM 404.5), GPS location, condition and jurisdictional authority.		High
Replace signs that are in Fair or worse condition.		High
Add State Byway signs on all sections of the Byway to comply with CDOT standards.		High
Install Begin and End Byway signs at the Byway's termini		High
When considering alterations to the Byway roadway and signage, consult CDOT's Roadside Design Guidelines, Visual Resources, Signage & More (2021), found in Appendix 8 .		High
Replace signs that are inconsistent in color and/or configuration		Medium
Existing or Potential Partner	Role/Relationship	
CDOT	Jurisdictional authority and lead on State highway and I-25 projects	
DAR	Responsible for DAR markers and monuments	
SFTA, particularly the Bent's Fort Chapter	Possible source of volunteers to monitor Byway signs.	
USFS	Management of Comanche National Grassland. Responsible for limestone Trail markers. Can be advisory to the Byway. Can provide Byway materials/information to visitors. Potential website link.	
NPS	Management of National Historic Sites, the Santa Fe National Historic Trail and the Santa Fe Trail Auto Tour Route. Can provide Byway materials/information to visitors. Potential website link.	

Note: **Appendix 1** is a summary of all the Action Items recommended in this CMP. **Appendix 2** is a list of existing and potential Byway partners in addressing and accomplishing the Action Items.

7. The Roadway, Safety and Maintenance

The Byway's roadway consists of paved, two-lane and four-lane state highways, with the southernmost section being a four-lane Interstate highway. Most of the Byway passes through rural lands except in the cities of Lamar, Las Animas, La Junta and Trinidad, where a range of lane sizes and types and other traffic engineering features and structures exist. Traffic in the Corridor consists of personal vehicles; ranch, farm, and service industry vehicles; and semis transporting goods and materials. Recreational vehicles such as RVs and vehicles towing campers and boats are also present. In 2023, the Byway was certified as an Electric Byway, with electric vehicle DC fast-charging stations being located in Lamar, La Junta and Trinidad. In addition, other non-fast charging stations are found within the corridor.

CDOT rates road surface quality as Low (3 or fewer years remaining life expectancy), Medium (4-10 years) or High (greater than 10 years). Hwy. 50 is primarily rated as Low to Moderate, with one section having High surface quality. Hwy. 350 is primarily rated Moderate to High, with two sections being rated Low quality. CDOT also evaluates road surface roughness and Hwy. 350 is generally rated rougher than Hwy. 50.

The Byway contains many areas where travelers experiencing vehicle problems can safely pull off the roadway, however, road shoulders vary in width and surface condition, with some sections being potentially unsafe for bicycles and equestrians. The Byway roadway is generally fairly straight, with excellent sightlines for vehicles. These factors may contribute to the Byway being a relatively safe roadway, as evidenced by CDOT fatal accident data.

Note: Fatal accidents occurring in Byway cities and counties did not necessarily occur on the Byway.

Fatal Accidents in Byway Cities: 2021			Fatal Accidents in Byway County: 2021		
City	# of Accidents	# of Fatalities	County	# of Accidents	# of Fatalities
Lamar	0	0	Bent	0	0
Las Animas	0	0	Prowers	2	6
La Junta	1	1	Otero	3	3
Trinidad	0	0	Las Animas	1	1
TOTAL	1	1	TOTAL	6	10

CDOT projects a 15.6% increase in Annual Average Daily Traffic (AADT) on the Byway between 2021 and 2043. The AADT data below is potentially misleading, as it reflects traffic counts at multiple stations on the Byway. For example, a single vehicle traveling on Highway 50 from the Colorado/Kansas border to La Junta will be counted at approximately 37 stations, depending on its final destination in the city. Similarly, a vehicle traveling from La Junta to Trinidad will be counted approximately 10 times, depending on its final destination. This multi-station counting methodology greatly inflates the number of vehicles on the roadway. For this reason, the projected % increase in AADT is a more important statistic than the AADT vehicle counts seen in the following table.

Note: Vehicles on I-25 at Trinidad are counted at only one station, yielding more accurate data on actual vehicle numbers.

Highway	2021 AADT	2043 AADT Projection	% Increase
50	176,800	206,706	17
350	8,890	9,830	11
I-25	13,000 southbound	14,287 southbound	10
	17,000 northbound	18,683 northbound	10
TOTAL	215,690	249,506	15.6

Maintenance

CDOT has several projects planned in the Corridor in the years 2020-2030. Significant projects include:

- I-25 Raton Pass Safety and Interchange Improvements (currently underway)
- Several multimodal projects in the Fowler to Lamar area
- Passing lanes on Hwy. 50 between Fowler and the CO/KS state line
- Realignment of Hwy. 50 in Lamar
- Mill and fill paving operation on Hwy. 50 through the town of Las Animas
- Widening and safety improvements on Hwy. 350 between Thatcher and Trinidad
- Paving Hwy. 350 between the Las Animas County line and La Junta

The table below outlines CDOT's maintenance, capital improvement and transit projects in the Byway Corridor, as documented in the CDOT Project Pipeline, adopted September, 2022.

Location	Project Type	Total Est. Project Cost	Total Strategic Funding	Funded FY 2019-22	Funded FY 2023-26	Planned FY 2027+
I-25 Raton Pass Safety and Interchange Improvements	Highway	\$19.5 M	\$14 M	\$14 M		
La Junta Multimodal Transit Center	Transit	\$4 M	\$4 M			\$4 M
La Junta to Fowler Fixed-Route Service	Transit	\$0.6 M	\$0.6 M			\$0.6 M
City of La Junta Bus Barn Rehabilitation	Transit	\$0.2 M	\$0.2 M		\$0.2 M	
Expand Deviated Fixed-Route Services in La Junta	Transit	\$0.4 M	\$0.4 M		\$0.4 M	
US 50 Passing Lanes between Fowler and Kansas State Line	Highway	\$15 M	\$15 M		\$15 M	
Realign US 50 as a Part of US 287 Reliever Route Project	Highway	\$34.2 M	\$34.2 M			\$34.2 M
US 350 Shoulder Widening and Safety Improvements	Highway	\$5.5 M	\$5.5 M			\$5.5 M
US 350 between La Junta and Delhi	Rural Paving	\$10 M	\$10 M		\$10 M	

Roads, Safety and Maintenance Action Items		Priority
Maintain relationships with CDOT Region Manager(s) and their counterparts in Byway cities and counties.		High
Monitor plans for and progress on the La Junta multi-modal center and work with CDOT to determine how the center can best serve Byway travelers (e.g., containing Byway exhibits and materials.)		High
Promote the Byway being a Certified Electric Byway, including the location and types of electric vehicle charging stations on the Byway.		High
Monitor CDOT projects to assure that Byway signs that are damaged or removed during maintenance work are replaced, and if necessary updated.		Medium
Determine if road widening and road shoulder projects improve conditions and safety for bicyclists and equestrians.		Low
Support efforts to improve bicycle and pedestrian safety in the Corridor.		Low
Update websites with information on road improvements and conditions.		Low
Work with CDOT to use its programmable digital sign to promote Byway safety.		Low
Existing or Potential Partner	Role/Relationship	
CDOT	Jurisdictional authority and lead on State highway and I-25 projects. Can be advisory to the Byway.	
Byway cities and counties	Jurisdictional authority and lead on city and county roads projects. Can be advisory to the Byway.	
USFS	Management of Comanche National Grassland and its roads. Can be advisory to the Byway. Potential website link.	
Bent's Fort Chapter of the SFTA	Can be advisory to the Byway. Possible source of volunteers to monitor Byway signs and road conditions	
Bicycle organizations	Can be advisory to the Byway and possible source of volunteers.	
Equestrian organizations	Can be advisory to the Byway and possible source of volunteers.	

8. Outdoor Advertising

The Byway complies with State and Federal regulations concerning outdoor advertising on Colorado and National Byways. Roadside advertising on State Byways in Colorado is governed by state statutes. In general, no new billboards or off-premise signs which are visible from the highway are permitted along Byways. In addition, only CDOT is permitted, without written approval, to erect or maintain any advertising device located within the right-of-way of any state highway including streets within incorporated towns, cities and counties. Additional requirements covering sign size, lighting and spacing may also be applicable. Official signs installed by cities or counties are exceptions and cities and counties may establish limitations or controls on signs and billboards within their jurisdiction as long as those regulations do not jeopardize the State's receipt of federal highway funds.

RULES GOVERNING OUTDOOR ADVERTISING IN COLORADO 2 CCR 601-3

9.00 Advertising Devices on Scenic Byways [§ 43-1-419, C.R.S.; 23 U.S.C. § 131(s)]

- A. A Scenic Byway is a road designated as such by the Colorado Transportation Commission along a Controlled Route.
- B. No new Advertising Device shall be erected along a Scenic Byway that is visible from the Controlled Route.
- C. Existing Advertising Devices along Scenic Byways which are in compliance with state and federal law and these Rules may continue to be maintained; however, they will have the status of Nonconforming Signs.
- D. For purposes of this section, an Advertising Device shall be considered to be visible from a designated highway if it is plainly visible to the driver of a vehicle who is proceeding in a legally designated direction and traveling at the posted speed. [23 C.F.R. 750.153 (j); § 43-1-403(17), C.R.S.]
- E. The designation of a Scenic Byway shall specify by Global Positioning System or other technology the precise location of the Scenic Byway.

Outdoor Advertising Action Items		Priority
Monitor the Byway for non-compliant signs and advertising devices. This may increase in importance if residential and commercial development increases in the Corridor.		Low
Maintain a list of the city and county government departments that are responsible for signage and advertising in their jurisdiction.		Low
Existing or Potential Partner	Role/Relationship	
CDOT	Jurisdictional authority, Hwys. 50, 350 and I-25	
Byway cities and counties	Jurisdictional authority, city and county roads	
USFS	Management of Comanche National Grassland	

9. Intrinsic Qualities

Roadways attain byway designation because they contain “features that are considered representative, unique, irreplaceable, or distinctly characteristic of an area” (National Byways program). These features, referred to as the byway’s Intrinsic Qualities, fall into six categories.

<p>Archaeological Qualities</p> <p>Physical evidence of historic or prehistoric human life that is visible and capable of being inventoried and interpreted. It has scientific significance that can educate and stir an appreciation for the past.</p>  <p>Rock Art</p>	<p>Historic Qualities</p> <p>Legacies of the past associated with visible parts of the landscape, whether natural or man-made. They demonstrate an integrity of location, design, material, workmanship, and feeling.</p>  <p>Bent's Old Fort National Historic Site</p>	<p>Cultural Qualities</p> <p>Examples of customs and ethnic traditions of a distinct community of people. Architecture, landscape features, events, crafts, music, dance, festivals, food and more.</p>  <p>Koshare Museum</p>
<p>Natural Qualities</p> <p>Features of the environment that are in a relatively undisturbed natural and ecological condition. These may include geological formations, fossils, lava flows, landforms, water bodies, vegetation and wildlife.</p>  <p>Vogel Canyon</p>	<p>Scenic Qualities</p> <p>Scenic qualities give a heightened experience, (providing) views from the byway. All views contribute to this quality. Landscapes and streetscapes are striking and memorable.</p>  <p>Comanche National Grassland</p>	<p>Recreational Qualities</p> <p>Active and passive outdoor recreational activities directly associated with and dependent upon the landscape (e.g., boating, fishing, hiking, cycling, photography)</p>  <p>John Martin Reservoir State Park</p>

Many of the Byway’s sites and resources fall into multiple Intrinsic Quality categories. For example:

- Comanche National Grassland has sites with archaeological and historic significance, is of ecological importance, provides recreational opportunities, and has views of a landscape that is virtually unchanged since the days of the Santa Fe Trail.
- Bent’s Old Fort National Historic Site is one of the premiere historic sites on the Byway, and also hosts events and activities that fall into the Cultural Qualities category.
- The Byway’s state parks provide recreational opportunities and have sites of archeological, historic, geologic, natural and scenic importance.

This section of the CMP contains information on the Byway’s intrinsic qualities. Each Intrinsic Quality section contains a list of significant sites and resources as well as prioritized recommended actions the Byway can take to protect and utilize these sites, resources and qualities. Existing and potential partners to help implement the recommended actions, and agencies/organizations that the Byway should have website links to/with are also identified.

Archaeological Qualities

The Corridor has several sites with archaeological significance, including rock art and Native American-related sites. Some sites are on public land, while others are on private property. The location of many of the Corridor’s archaeological sites is not promoted or made public in order to protect these sensitive resources.

Significant Archaeological Qualities, Sites and Resources	
<ul style="list-style-type: none"> • Apishapa State Wildlife Area • Comanche National Grassland • Sites containing prehistoric rock art, artifacts, architecture and refuse 	<ul style="list-style-type: none"> • The Louden-Henritze Archaeology Museum • Trinidad Lake State Park • Vogel Canyon State Archeological District

Most of the Corridor’s archaeological sites and resources have been documented and well-studied. Many are protected on public land and do not face particular threats other than limited, site-specific theft and/or vandalism. Sites on private property have varying degrees of protection depending on the landowner.

Archaeological Qualities Action Items		Priority
Support the programs and activities of the federal, state, county and municipal government agencies responsible for archaeological site and resource protection.		High
Continue to be selective in promoting archaeological sites in order to protect sensitive resources.		High
Support private property owners in their efforts to protect archaeological sites and resources on their property.		Low
Establish or maintain ties to local archaeology clubs and groups.		Low
Existing or Potential Partner	Role/Relationship	
USFS	Management of Comanche National Grassland. Can be advisory to the Byway. Can provide Byway materials/information to visitors. Potential website link.	
NPS	Management of National Historic Sites, the Santa Fe National Historic Trail and the Santa Fe Trail Auto Tour route. Can provide Byway materials/information to visitors. Potential website link.	
CPW	Jurisdictional authority over State Parks and State Wildlife Areas. Can be advisory to the Byway. Can provide Byway materials/information to park visitors. Potential website links.	
History Colorado	Can be advisory to the Byway. Potential website link.	
Colorado Archaeological Society	Can be advisory to the Byway. Research assistance. Can provide Byway news and information to members. Possible source of volunteers. Potential website link.	

Colorado Rock Art Association	Can be advisory to the Byway. Research assistance. Field trip development/coordination. Can provide Byway materials/information to members. Possible source of volunteers. Potential website link.
The Loudon-Henritze Archaeology Museum	Can be advisory to the Byway. Research assistance. Can provide Byway materials/information to members and museum visitors. Potential website link.
Local archaeological clubs and groups	Can be advisory to the Byway. Research assistance. Can provide relevant Byway materials/information to members. Possible source of volunteers. Potential website link.
Private land owners	Their support of the Byway can be helpful. Sources of information, materials and other resources.
Local media, writers and bloggers	Can disseminate information on and assist with promoting the Byway.

Historic Qualities

Historic sites and resources are the Byway’s strongest Intrinsic Quality, with numerous sites and resources being located on both public land and private property. Unlike archaeological sites and resources, most of the Byway’s historic sites and resources are well-known and many are promoted by the Byway, Canyons & Plains (C&P), NPS and USFS.

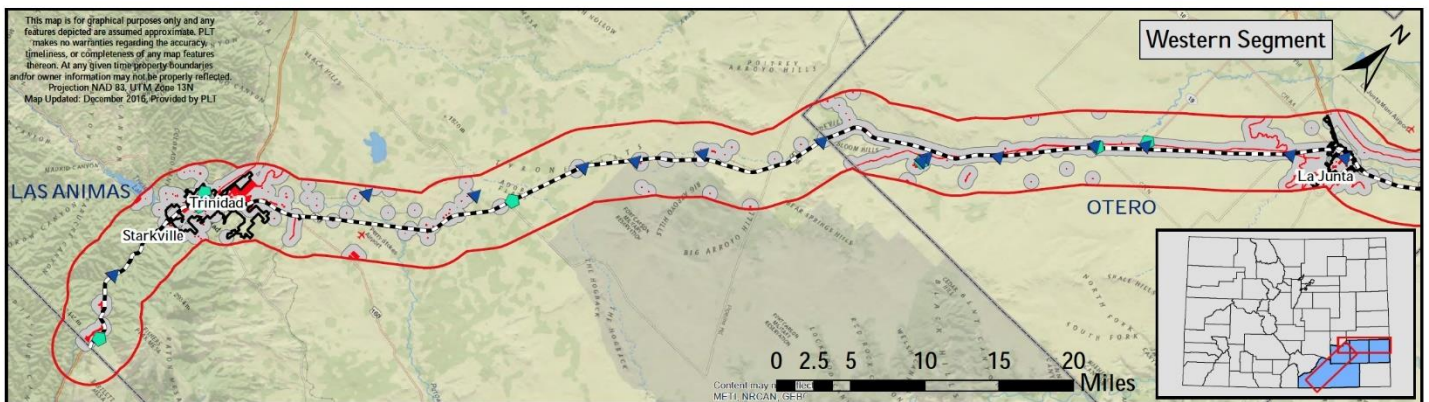
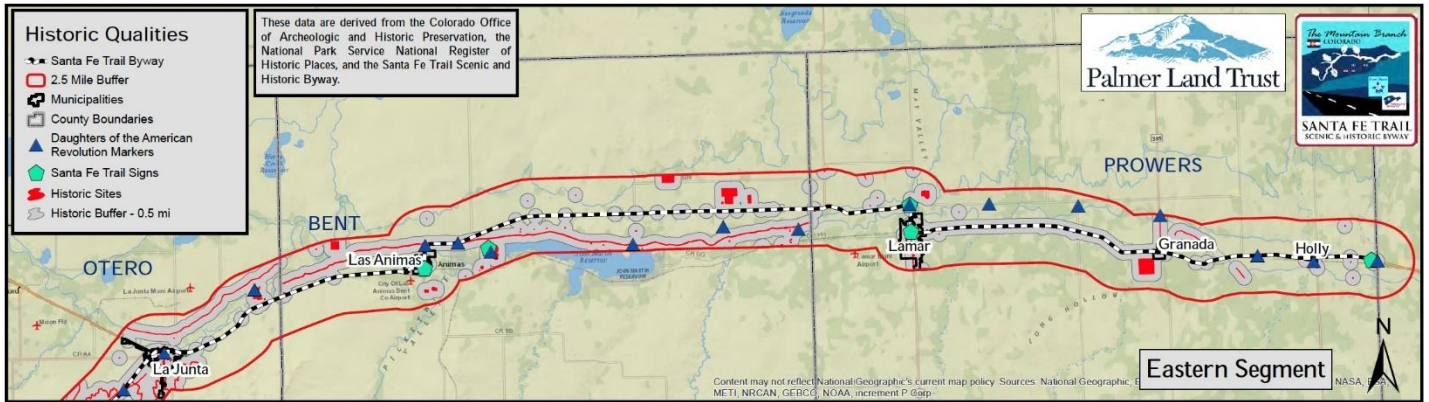
Several locations are designated a National Historic Site, District or Place: Amache National Historic Site, Fort Lyon, Bent’s Old Fort, Boggsville, Iron Spring, Corazon de Trinidad, the Baca House and the Bloom Mansion. Wagon ruts and other signs of travel on the Trail are visible in several locations, and much of the Corridor’s undisturbed grasslands are in the same condition as when the Trail was in use. History-related interpretive signs are found at several locations, as are historic markers and monuments. Local museums contain information and exhibits on the Trail and local and regional history, and various history-related events and activities keep the Byway’s rich history alive.

Significant Historic Qualities, Sites and Resources	
<ul style="list-style-type: none"> • Amache Museum • Amache National Historic Site • Art galleries showcasing Western art • Baca House/Trinidad History Museum • Bent’s New Fort • Bent’s Old Fort National Historic Site • Big Timbers Museum • Boggsville Historic Site • Comanche National Grassland • Corazon de Trinidad National Historic District • DAR trail markers and monuments • Fishers Peak State Park • Fort Lyon • Hole-In-Rock 	<ul style="list-style-type: none"> • Iron Spring Historic Area • John Martin Reservoir State Park • Kit Carson Park and statue (Trinidad) • Koshare Museum • Loving-Goodnight cattle trail • Otero Museum • Windmills and other evidence of homesteads • John H. Rawlings Heritage Center • Santa Fe Trail Association trail markers • Sierra Vista Overlook • The Madonna of the Trail monument • Timpas Picnic Area • Trinidad Lake State Park • Undisturbed grassland viewsapes • Wagon ruts and swales at various locations

Most of the Corridor's historic sites and resources have been documented and many are interpreted in a variety of ways. Many are protected on public land and do not face particular threats other than limited, site-specific vandalism. Sites on private property have varying degrees of protection depending on the landowner. Wildfire is an increasing threat to all of the Byway's intrinsic qualities, but unlike natural landscapes, which regenerate after a fire, historic sites and resources may be permanently lost.

The maps below were created in 2016. While there likely have been few changes to the Corridor's historic qualities, the maps may no longer be 100% accurate.

Santa Fe Trail Conservation Plan: Historic Qualities



Historic Qualities: Action Items		Priority
Support historic preservation activities in the Corridor.		High
Support the programs and activities of the federal, state, county and municipal government agencies responsible for historic preservation.		High
Maintain or establish contact with historic preservation boards and committees housed within city and county governments.		Medium
Look for opportunities to involve youth organizations in historic preservation, for example, Preserve America Youth Summits provide on-site learning experiences in historic preservation and heritage tourism.		Medium
Promote and conduct history/heritage tours in the Corridor.		Low
Partner with history-related clubs and groups, including non-traditional groups, such as vintage auto clubs, train clubs and others that can maintain the Byway's legacy as a transportation Corridor.		Low
Existing or Potential Partner	Role/Relationship	
USFS	Management of Comanche National Grassland. Can be advisory to the Byway. Can provide Byway materials/information to visitors. Potential website link.	
NPS	Management of National Historic Sites, the Santa Fe National Historic Trail and the Santa Fe Trail Auto Tour route. Can provide Byway materials/information to visitors. Potential website link.	
CPW	Jurisdictional authority over State Parks and State Wildlife Areas. Can be advisory to the Byway. Can provide Byway materials/information to park visitors. Potential website links.	
History Colorado	Can be advisory to the Byway. Potential website link.	
Colorado Preservation, Inc.	Can be advisory to the Byway.	
City and county historic preservation Boards, Commissions, etc.	Can be advisory to the Byway. Have influence in government decision making that may affect the Byway.	
SFTA	Can be advisory to the Byway. Potential website link.	
Bent's Fort Chapter of the SFTA	Can be advisory to the Byway. Can provide Byway materials/information to members. Possible source of volunteers. Potential website link.	
Local history museums (e.g., Big Timbers, John H. Rawlings Heritage Center, Otero Museum, Trinidad History Museum)	Possible partner in Trail-related exhibits and events. Sources of reference materials and information. Can provide Byway news/information to members and visitors. Possible sources of volunteers. Potential website links.	
Local history clubs and groups	Can provide Byway materials/information to members. Possible source of volunteers.	

Colorado Agritourism Association	Can be advisory to the Byway. Assistance with tours and events.
Otero College Arts and Humanities (History) Program	Source of general assistance and volunteers.
Lamar Community College History Degree Program	Source of general assistance and volunteers.
NPS	Management of National Historic Sites, the Santa Fe National Historic Trail and the Santa Fe Trail Auto Tour route. Can provide Byway materials/information to visitors. Potential website link.
Trinidad State College History Program	Source of general assistance and volunteers.
Private land owners	Their support of the Byway can be helpful. Sources of information, materials and other resources.
Local media, writers and bloggers	Can disseminate information on and assist with promoting the Byway.

Cultural Qualities

The Santa Fe Trail connected the United States and Mexico through trade and travel in both directions on the Trail. Just as importantly, Americans and Mexicans of diverse ancestries and cultures, and Native Americans of various tribes, all met, interacted, intermarried and exchanged culture along the trail. This mixing of peoples and cultures is the Trail’s true, lasting legacy. The cultural diversity found in Corridor communities, local artists and artisans, and cultural events and activities, all keep the Byway’s multicultural heritage alive.

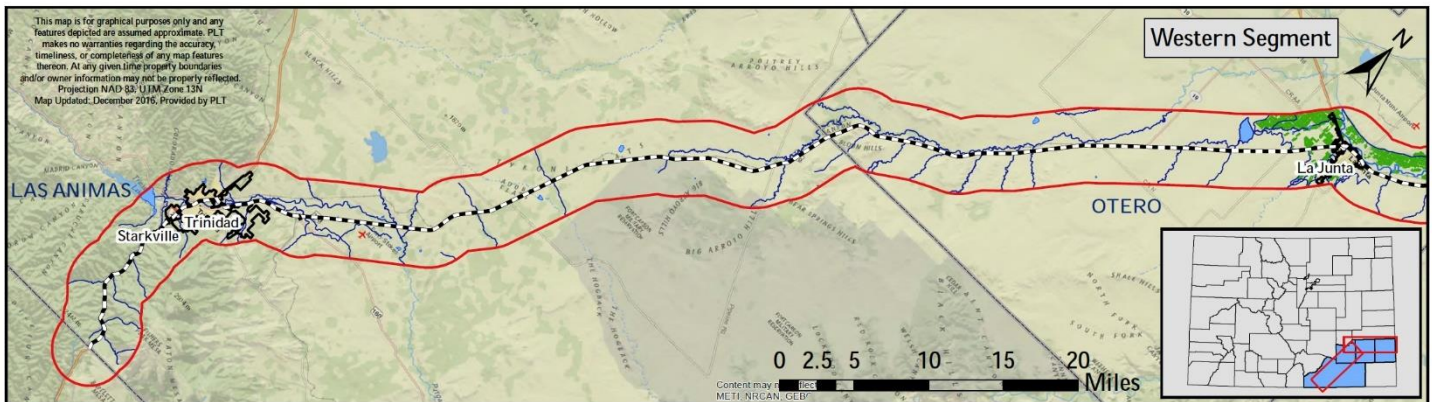
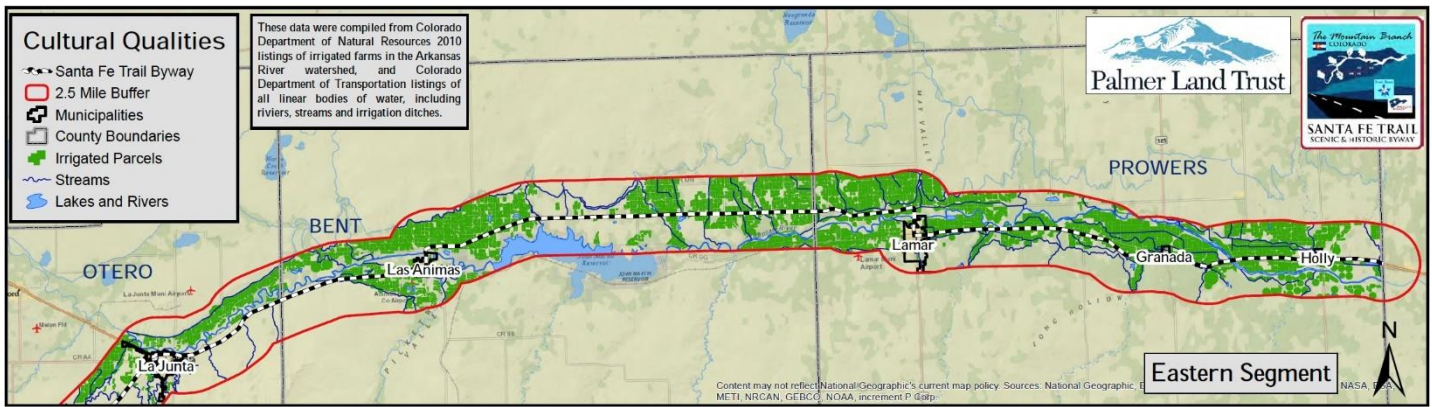
The Byway’s multiculturalism is also reflected in the music, artwork and crafts created by local artists and artisans, in the fruits and vegetables produced by the Corridor’s farmers and ranchers and in the regional cuisine offered by restaurants and at cultural events and activities. Agriculture, and a rural, agricultural lifestyle, is often overlooked as a Cultural Intrinsic Quality, but is evident, not only at farmstands, but on the landscape itself. Active farming and ranching operations can be seen throughout the Corridor, and old windmills, barns and corrals connect contemporary agriculture with the Corridor’s agricultural past.

Significant Cultural Qualities, Sites and Resources	
<ul style="list-style-type: none"> • Amache Museum • Art galleries showcasing various cultures • Big Timbers Museum • Corazon de Trinidad National Historic District • Culturally diverse communities • Culturally diverse festivals, events, fairs and activities • Culturally representative architecture (brick, adobe, stone, wood) 	<ul style="list-style-type: none"> • Farmstands featuring local produce and crafts • Regional cuisine • Koshare Museum and dancers • La Junta Tarantula Festival • Local musicians, artists and artisans • Otero Museum • John H. Rawlings Heritage Center • Trinidad History Museum • Windmills and other evidence of farming/ranching life

The main threats to the Byway's cultural qualities are the loss of agricultural lands and lack of funding for the diverse Byway assets listed above.

The maps below were created in 2016 and may no longer be 100% accurate. The Corridor's agricultural heritage and lifestyle is just one of the Byway's cultural qualities.

Santa Fe Trail Conservation Plan: Cultural Qualities - Agriculture



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Cultural Qualities Action Items		Priority
Encourage, support and promote events that reflect the cultural diversity and vibrancy of the Corridor.		High
Participate in Trail-related events as possible.		High
Identify the coordinators of cultural events in city and county governments and in the private sector.		Medium
Encourage, promote and/or participate in agritourism activities in the Corridor.		Medium
Provide Byway-related materials and information to local artists and artisans.		Low
Existing or Potential Partner	Role/Relationship	
Public and private sector organizers of cultural events	Leadership of or assistance with Byway-related events. Source of information on events and activities.	

Local artists, artisans and musicians	Can provide Byway materials/information to customers. Possible involvement in Byway-related events.
Koshare Museum and Dancers	Can be advisory to the Byway. Possible involvement in Byway-related events.
Youth groups involved with cultural events/activities	Possible source of volunteers.
Otero College Agriculture Program	Source of general assistance and volunteers.
NPS	Management of National Historic Sites, the Santa Fe National Historic Trail and the Santa Fe Trail Auto Tour route. Historic Lifeways program is especially focused on cultural history. Can provide Byway materials/information to visitors. Potential website link.
Natural Resource Conservation Service (NRCS)	Agricultural land conservation and business assistance to farmers and ranchers. Offices in Lamar, Las Animas, Rocky Ford and Trinidad. Can be advisory to the Byway.
Restaurants featuring local cuisine	Can provide Byway materials/information to customers. Possible involvement in Byway-related events.
Farmers, farmers' markets, ranchers,	Can provide Byway materials/information to customers. Possible involvement in Byway-related events.
Lamar Community College Agriculture Degree and Certificate programs	Source of general assistance and volunteers.
Trinidad State College Agriculture Program	Source of general assistance and volunteers.
Local media, writers and bloggers	Can disseminate information on and assist with promoting the Byway.

Natural Qualities

The Byway’s natural qualities include the Corridor’s diverse ecosystems—native grasslands, rivers, creeks, lakes, canyons, pinyon pine and juniper woodlands—and the diverse wildlife they support. Comanche National Grassland alone supports 275 bird species, 60 mammal species, 40 reptile species, 9 amphibian species and 11 fish species. The Colorado Birding Trail, the High Plains Snow Goose Festival and La Junta’s Tarantula Festival bring nature enthusiasts to the Byway year-round.

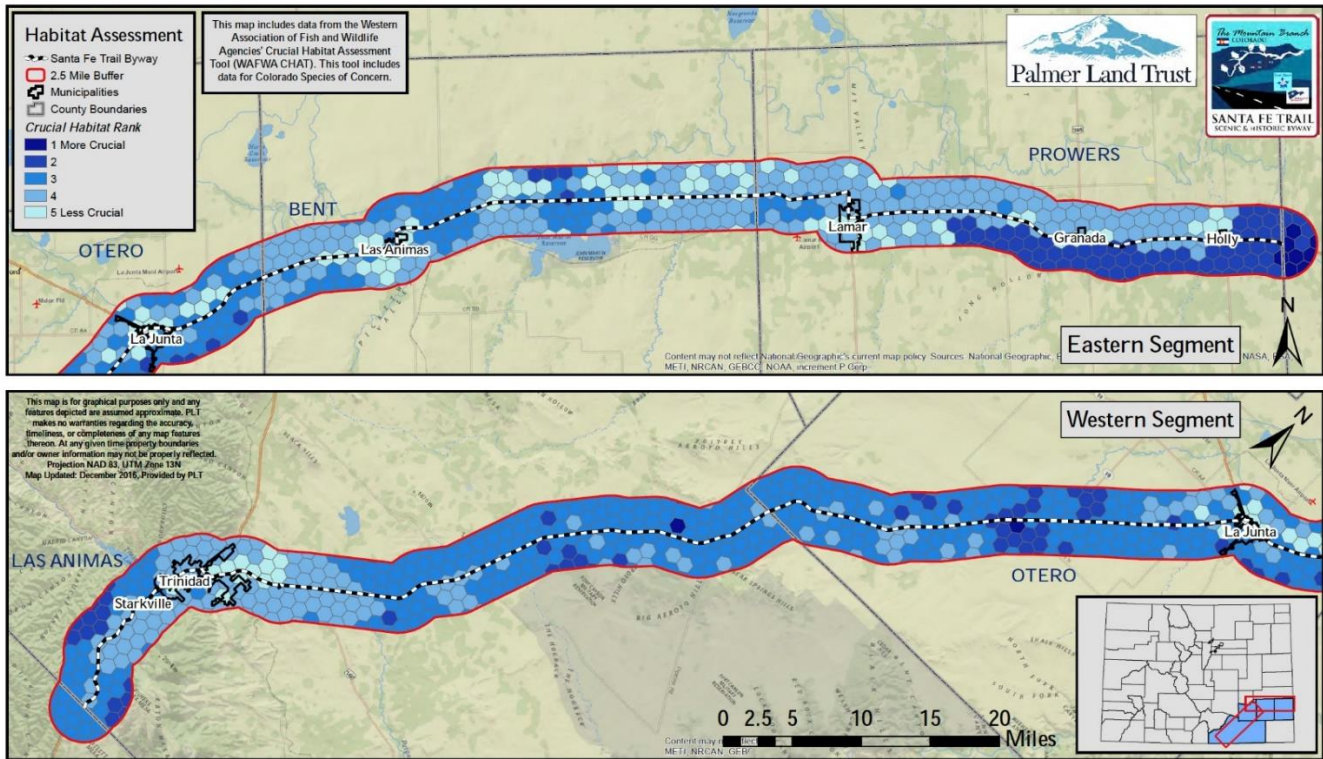
The Byway gains approximately 4,000 feet in elevation as it stretches between the grassland at the CO/KS border and the forested mountainsides of Raton Pass. The Corridor’s ecosystems change with the elevation, topography and hydrology, providing more ecological diversity than is sometimes obvious. There are sites of geologic importance and dinosaur tracks of national significance. USFS and CPW provide access to the natural world, and the Corridor’s clean air provides scenic vistas and clear, night sky viewing.

Significant Natural Qualities, Sites and Resources	
<ul style="list-style-type: none">• Clean, clear air• Colorado Birding Trail• Colorado State Wildlife Areas• Comanche National Grassland• Dark skies for star viewing• Fishers Peak State Park• High Plains Snow Goose Festival• John Martin Reservoir State Park	<ul style="list-style-type: none">• The Arkansas River and creeks in the Corridor• The La Junta Tarantula Festival• The quiet experienced day and night at sites in the Corridor• Trinidad Lake State Park

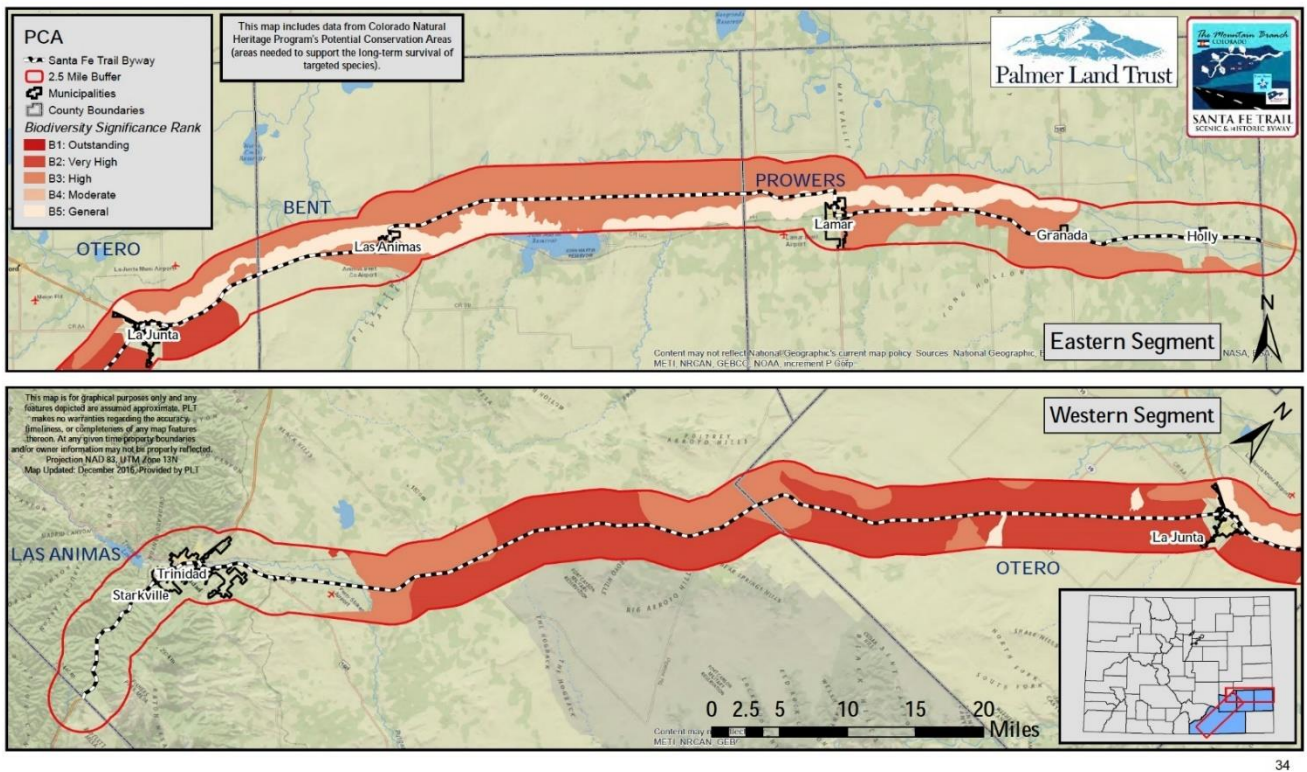
Most of the Corridor’s natural sites and resources are protected on public land and do not face imminent threats. Wildfire is an increasing threat to all of the Byway’s intrinsic qualities, including natural lands and landscapes, however, ecosystems tend to rebound and regenerate after a fire (unlike historic resources which may be permanently lost.) Sites and resources on private property have varying degrees of protection depending on the landowner, and certain types of development (e.g., wind turbines, cell towers, commercial/industrial/residential development) may degrade the character and aesthetic of the Byway Corridor, particularly in areas and at locations with sensitive intrinsic qualities. Increased visitation to the Corridor could also result in damage to natural qualities and resources, sometimes referred to as “loving them to death”.

The maps below were created in 2016 and may no longer be 100% accurate. The Corridor's wildlife habitats are just one of the Byway's natural qualities.

Santa Fe Trail Conservation Plan: Crucial Habitat Assessment



Santa Fe Trail Conservation Plan: Potential Conservation Areas



Natural Qualities Action Items		Priority
Support government agencies, non-profit organizations, land trusts and others working to protect the Byway's natural resources and qualities.		High
Have a presence at and/or provide Byway materials to nature-related events (High Plains Snow Goose Festival, La Junta Tarantula Festival, etc.)		High
Promote birding, hiking, and driving tours that showcase the area's natural qualities.		Medium
Stay informed of city and county zoning and land use reviews, decisions and activities that may impact the Byway.		Low
Consider getting Dark Sky Certification for some part of the Byway Corridor.		Low
Existing or Potential Partner	Role/Relationship	
USFS	Management of Comanche National Grassland. Can be advisory to the Byway. Can provide Byway materials/information to visitors. Potential website link.	
NPS	Management of National Historic Sites, the Santa Fe National Historic Trail and the Santa Fe Trail Auto Tour route. Can provide Byway materials/information to visitors. Potential website link.	
CPW	Jurisdictional authority over State Parks and State Wildlife Areas. Can be advisory to the Byway. Can provide Byway materials/information to park visitors. Potential website links.	
Public and private sector organizers of nature-related events	Leadership of or assistance with Byway-related events. Source of information on events and activities.	
Colorado Natural Heritage Program	Can be advisory to the Byway.	
Natural Resource Conservation Service (NRCS)	Agricultural land conservation and business assistance to farmers and ranchers. Offices in Lamar, Las Animas, Rocky Ford and Trinidad. Can be advisory to the Byway.	
Dark Skies Colorado and local astronomy clubs	Can be advisory to the Byway. Clubs can provide Byway materials/information to members and be a possible source of volunteers	
Local nature-related clubs and groups (geology clubs, birding clubs, etc.)	Can provide Byway materials/information to members. Possible source of volunteers.	
Great Outdoors Colorado	Can be advisory to the Byway. Source of grant money.	
Nature and wildlife conservation organizations (e.g., the Trust for Public Lands, Ducks	Can be advisory to the Byway. Can provide Byway materials/information to members. Possible source of volunteers.	

Unlimited, the Nature Conservancy, the Greenway Foundation)	
Private land owners	Their support of the Byway can be helpful. Sources of information, materials and other resources.
Local guides and outfitters	Can disseminate information on and assist with promoting the Byway. Possible involvement in Byway events.
Local media, writers and bloggers	Can disseminate information on and assist with promoting the Byway.

Scenic Qualities

The Byway’s scenic qualities include magnificent views of Fishers Peak, the Spanish Peaks, the Wet Mountains and the Sangre de Cristo Mountains, which were important and inspirational landmarks for those traveling the Trail in the 1800s. There are expansive vistas of undisturbed grasslands, allowing today’s travelers to see the land as the Trail’s original travelers saw it. The Byway’s rural character and communities have their own scenic value, as does the Corazon de Trinidad National Historic District. The Byway’s diverse ecosystems—grasslands; rivers, creeks and lakes; rugged canyons; pinyon pine and juniper woodlands—all contribute to the beauty and character of the Corridor.

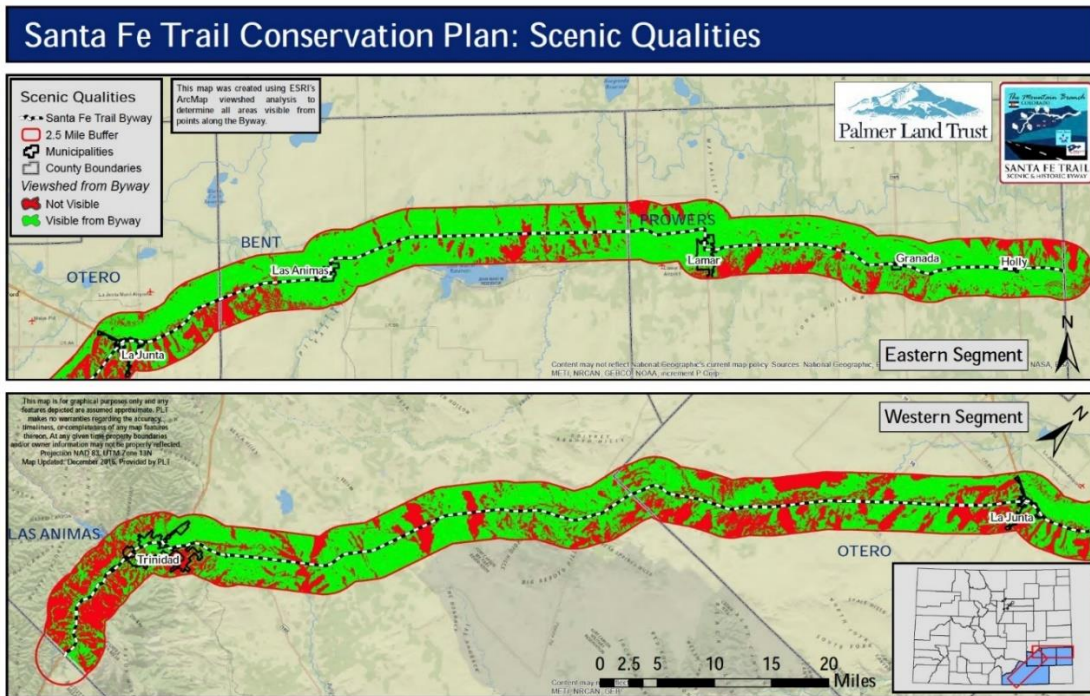
Significant Scenic Qualities, Sites and Resources	
<ul style="list-style-type: none"> • Clean, clear air • Clear viewsheds and open vistas • Comanche National Grassland • Dark skies for star viewing • Fishers Peak State Park • John Martin Reservoir State Park • Rural communities 	<ul style="list-style-type: none"> • Picturesque windmills and other evidence of homesteads and settlements • Sierra Vista Overlook • Corazon de Trinidad National Historic District • Trinidad Lake State Park

A National Scenic Byways Program grant resulted in a GIS analysis of the Byway and CDOT is working on an updated analysis using Lidar. Both of these efforts will yield data that will help identify and protect the Byway’s scenic qualities.

Much of the Corridor’s scenic quality is protected by virtue of being public land. The views of Comanche National Grassland, for example, will remain similar to their current state, because the land is federally owned. Threats to the Corridor’s scenic qualities include human-built intrusions into scenic vistas and viewscapes (e.g., cell phone towers, wind turbines). These intrusions are incompatible with the Byway’s 19th Century time period of historical significance, and would be especially impactful on areas of the landscape that have remained virtually unchanged since the time the Trail was in use. Turbines are also known to have a negative impact on birds. Birding is very popular in southeast Colorado and nature enthusiasts were rated high as a preferred user type by both public meeting attendees and Committee members. Note: Xcel Energy has demonstrated sensitivity to this issue in the past, altering their plans for transmission lines near Sand Creek Massacre and Amache National Historic Sites.

Artificial lighting that jeopardizes the Corridor’s dark skies could also be problematic. Night sky viewers were rated high as a preferred user type by both public meeting attendees and Committee members. Loss of private property to development could also affect scenic quality and alter the character of the landscape. Wildfire is an additional threat to the Corridor’s scenic qualities.

The maps below were created in 2016. While there likely have been few changes to the Corridor’s scenic qualities, the maps may no longer be 100% accurate.



Scenic Qualities Action Items		Priority
Support government agencies, non-profit organizations, land trusts and others working to protect the Byway’s scenic resources and qualities.		High
Use the CDOT Visual Impact Assessment process when initiating or reviewing projects that potentially impact the Byway’s scenic qualities.		High
Consider getting Dark Sky certification for some part of the Byway Corridor.		Medium
Work with government entities, energy companies, wind energy interests and cell phone service providers to protect the Byway’s significant views and landscape integrity.		Low
Existing or Potential Partner	Role/Relationship	
USFS	Management of Comanche National Grassland. Can be advisory to the Byway. Can provide Byway materials/information to visitors. Potential website link.	

CPW	Jurisdictional authority over State Parks and State Wildlife Areas. Can be advisory to the Byway. Can provide Byway materials/information to park visitors. Potential website links.
NPS	Management of National Historic Sites, the Santa Fe National Historic Trail and the Santa Fe Trail Auto Tour route. Can provide Byway materials/information to visitors. Potential website link.
Energy companies, wind farms, cell phone service providers	Their cooperation in protecting the Byway's significant views and landscape integrity is essential.
Dark Skies Colorado and local astronomy clubs	Can be advisory to the Byway. Clubs can provide Byway materials/information to members and be a possible source of volunteers
Private land owners	Their support of the Byway can be helpful.
Local media, writers and bloggers	Can disseminate information on and assist with promoting the Byway.

Recreational Qualities

Large areas of the Byway Corridor are public land, providing year-round outdoor recreation access and opportunities. Comanche National Grassland is more than 440,00 acres (not all in the Byway Corridor), John Martin Reservoir State Park contains the largest body of water in southeast Colorado. Several trailheads and miles of trails provide access to the Corridor's grasslands, canyons and outdoor recreation sites and facilities. Some sites provide handicapped parking and parking for horse trailers and RVs. Hunting, fishing, birding and other recreational activities may be conducted on private property in the Corridor with the permission of the landowner. Private hunting, fishing, and hiking guides are available, increasing the number of people able to utilize the Corridor's recreational sites and opportunities.

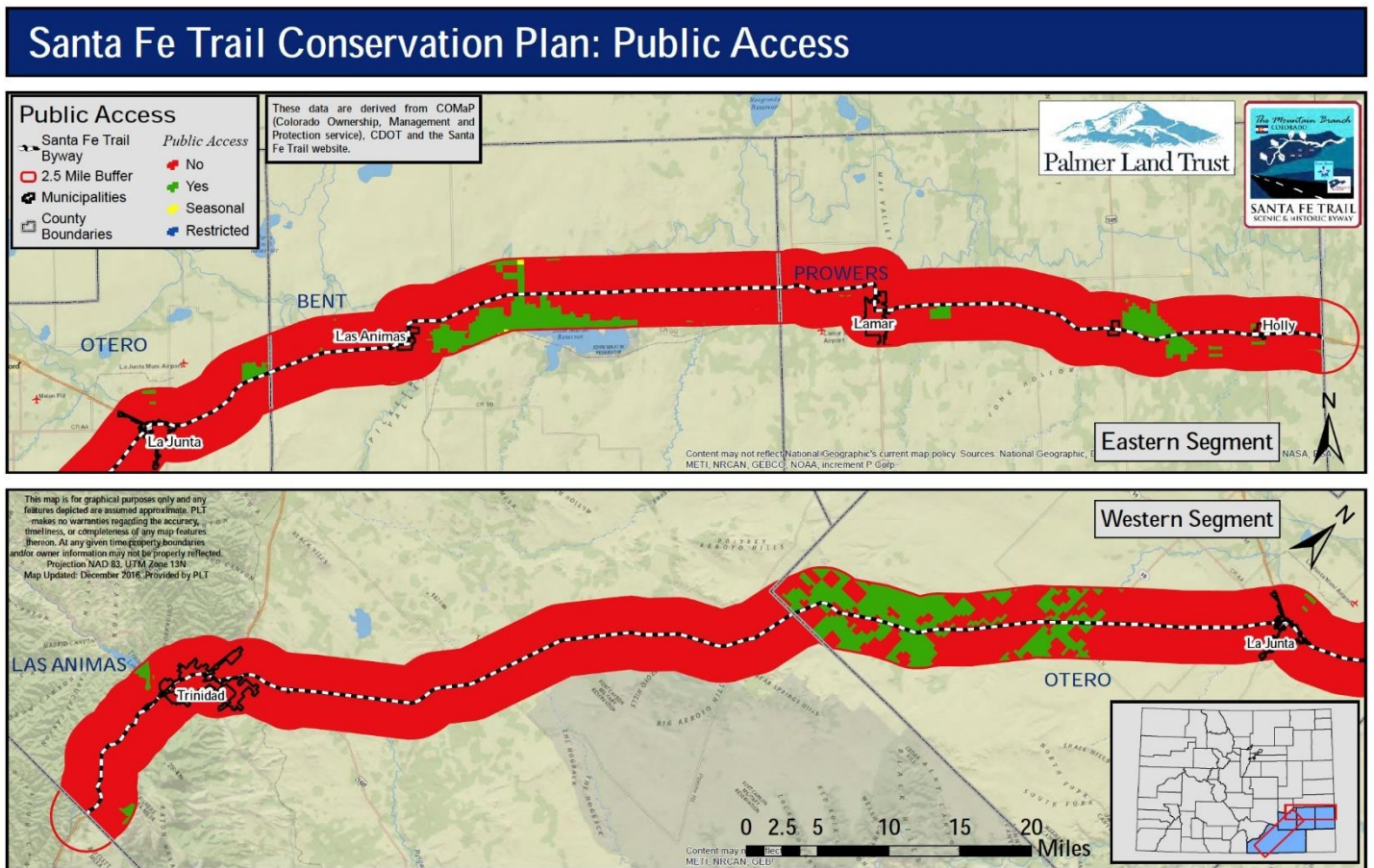
Hiking	Running
Horseback Riding	Cycling
Camping	Picnicking
Hunting	Fishing
Boating	Swimming
Birding	Wildlife Watching
More	

Significant Recreational Qualities, Sites and Resources	
<ul style="list-style-type: none"> • Clean air • Colorado Birding Trail • Comanche National Grassland • Lake, river and creek fishing • Fishers Peak State Park • Geo-caches • John Martin Reservoir State Park 	<ul style="list-style-type: none"> • Local guides • State Wildlife Areas • The Arkansas River, creeks and lakes • Trailheads and picnic areas • Trails for a diversity of users • Trinidad Lake State Park • Uncrowded recreation areas and sites

The Byway Corridor has a relatively small population and does not experience the large number of visitors and recreationists that inundate other parts of Colorado. This contributes to the Corridor being an outstanding area for outdoor recreation. Much of the Corridor’s recreational quality is protected by virtue of being public land. There is some concern, however, that increased use of the Corridor’s recreational sites and amenities could result in damage to these features, sometimes referred to as “loving them to death”. Climate change may threaten some recreational qualities and amenities due to:

- Increased risk of wildfire
- Public land closures due to severe fire danger or fire activity
- Reduced water levels in reservoirs, creeks and rivers
- Changes to vegetation and wildlife habitat
- Reinforcing the perception that southeast Colorado is too hot and dry for visitation and recreation.

The maps below were created in 2016 and may no longer be 100% accurate. It is likely that public access to recreational sites has increased since 2016, due in part to the creation of Fishers Peak State Park.



Recreational Qualities Action Items		Priority
Promote the diversity and quality of outdoor recreation opportunities in the Corridor.		High
Target special interest recreation clubs, groups and organizations to receive Byway materials/information on recreational opportunities in the Corridor and on responsible outdoor recreation (campers, birders, cyclists, anglers, etc.).		Medium
Determine how best to work with local geo-caching groups and other clubs using GPS and other technologies to explore the Byway.		Low
Provide Byway materials/information to local outdoor guides and outfitters (fishing, hunting, hiking, etc.)		Low
Provide Byway-related materials/information to private campgrounds.		Low
Existing or Potential Partner	Role/Relationship	
USFS	Management of Comanche National Grassland. Can be advisory to the Byway. Can provide Byway materials/information to visitors. Potential website link.	
CPW	Jurisdictional authority over State Parks and State Wildlife Areas. Can be advisory to the Byway. Can provide Byway information to park visitors. Potential website links.	
NPS	Management of National Historic Sites, the Santa Fe National Historic Trail and the Santa Fe Trail Auto Tour route. Can provide Byway materials/information to visitors. Potential website link.	
Army Corps of Engineers	Management of John Martin Reservoir and Trinidad Lake dams and close working relationship with CPW.	
Local outdoor recreation clubs and groups (hiking, running, etc.)	Can provide Byway information to members. Possible source of volunteers.	
Cycling clubs and organizations	Can provide Byway information to members. Possible source of volunteers.	
Motorcycle clubs and organizations	Can provide Byway information to members. Possible source of volunteers.	
Equestrian clubs	Can provide Byway materials/information to members. May provide horses for and assistance with Trail-related events. Possible source of volunteers.	
Geo-caching clubs	Can provide Byway materials/information to members. Possible source of volunteers. Potential website links.	

RV clubs and organizations	Can provide Byway materials/information to members. Possible source of volunteers. Potential website links.
Private campgrounds	Can provide Byway materials/information to customers. Potential website links.
Local Audubon Society chapters	Can be advisory to the Byway. Clubs can provide Byway materials/information to members and be a possible source of volunteers.
Local guides and outfitters	Can disseminate information on and assist with promoting the Byway. Possible involvement in Byway events.
Sporting goods and outdoor gear manufacturers (Bushnell, Nikon, Coleman, Remington, etc.)	Possible involvement in Byway events and sources of donations.
Photography clubs	Sources of Byway photos and possible volunteers.
Local media, writers and bloggers	Can disseminate information on and assist with promoting the Byway.

10. Visitor Services

A range of visitor services and amenities (gas, food, lodging, shopping) are found in Lamar, Las Animas, La Junta and Trinidad. Outside of these cities, there are limited services and amenities. For example, there are few rest areas and picnic areas, and there are no services (and only two vault outhouses) in the 78 miles between La Junta and Trinidad.

The economic impact of tourism increases dramatically when visitors spend the night. Lodging is typically the biggest expenditure travelers incur. Staying overnight also increases the likelihood that travelers will frequent local restaurants and businesses. Lodging options in the Corridor range from national chain motels to camping on public land and in private campgrounds. Bent County (2%), Prowers County (2%), La Junta (4.5%) and Trinidad (3%) have lodging taxes.

It is critical that lodging staff and other visitor services employees that interact directly with the public know about the Byway. However, providing hospitality and Byway training to frontline personnel is deemed impractical due to the turnover rate of employees, the cost of paying employees to receive training and the impact on business operations while employees are in training. Despite the difficulty of providing hospitality training, 87% of stakeholders responding to the 2022 C&P Tourism Stakeholder Survey, reported that they would be willing to allow their employees to receive 1-2 hours of free training on the Byway. C&P is developing on-line hospitality training that can be accessed by employers and employees at any time.

The lack of hospitality training increases the importance of providing printed Byway materials to motels and lodging facilities for distribution to travelers in lobbies, in rooms and at reception desks. In the past, restaurants were provided Santa Fe Trail map placemats, which are thought to have been popular.

The Corridor contains many national chain restaurants and stores, as well unique dining and retail opportunities featuring local food, arts, crafts and other products. Local products, and local events and activities, contribute to local economies and are an important part of creating a unique and authentic Byway experience for the traveler. Unfortunately, some retailers, museums and Chambers of Commerce are closed seasonally and/or on holidays and weekends, and many have limited hours, making it difficult for travelers to acquire products, services and Byway information.

In addition to the standard visitor services and amenities, the Byway’s major cities contain the following amenities of value to Byway travelers:

Lamar	Las Animas
<ul style="list-style-type: none"> • Electric car charging stations • Amtrak station • Airport • One hospital with a heliport • City and regional bus service 	<ul style="list-style-type: none"> • Airport • Regional bus service
La Junta	Trinidad
<ul style="list-style-type: none"> • Electric car charging stations • Amtrak station • Airport • One hospital with a heliport • City and regional bus service 	<ul style="list-style-type: none"> • Electric car charging stations • Amtrak station • Airport • One hospital with a heliport • City and regional bus service

There are Colorado Welcome Centers at the east and west ends of the Byway (Lamar and Trinidad, respectively.) These Centers serve both travelers and Corridor residents, and are important locations for obtaining information on the Trail, the Byway, the Corridor and the region. Each of the Byway’s four major cities contains a Chamber of Commerce. Local stores, restaurants and lodging establishments can also provide Byway information to their customers. 88% of merchants responding to the 2022 C&P Tourism Stakeholder Survey reported that they would be willing to make Byway brochures available to their customers, and 79% would be willing to provide Byway maps.

Visitor Services Action Items	Priority
Provide Byway materials/information to Colorado Welcome Centers and Chambers of Commerce.	High
Determine if the Byway receives revenue from city and county lodging taxes. If not, determine if the Byway is eligible to receive such revenue and if so, apply to be a recipient.	High
Apply for various state and national grants for visitor services.	High
Include information on the lack of services and amenities on certain sections of the Byway on websites and selected materials.	Medium
Provide printed Byway materials to selected motels and lodging establishments in the Corridor, particularly those directly on the Byway roadway.	Medium
Provide Trail placemats to selected restaurants, particularly those directly on the Byway roadway.	Low

Encourage visitor service providers to utilize on-line hospitality training provided by CTO.	Low
Develop a 1-2 hour Byway training class for front-line hospitality workers as well as on-line hospitality training that can be accessed by employers and employees at any time.	Low
Encourage merchants and museums to carry Byway merchandise.	Low
Encourage merchants and museums to be open for business on weekends and holidays during peak tourism times and during special Byway events and activities.	Low
Existing or Potential Partner	Role/Relationship
Colorado Welcome Centers	Can provide Byway materials/information to customers and sell Byway merchandise. Potential website links.
Chambers of Commerce	Can provide Byway materials/information to members and visitors. Possible source of donated goods/services and volunteers. Potential website links.
CTO	Can be advisory to the Byway. Possible source of funding. Assistance with hospitality training. Potential website link.
Byway city and county tourism boards and panels	Sources of lodging tax revenue and other funding.
Private and community foundations	Possible source of funding.
Transportation service providers	Can provide transportation to Byway sites and provide Byway materials/information to users.
Corridor museums	Can provide Byway materials/information to customers and sell Byway merchandise. Potential website links.
Lodging and dining establishments	Can provide Byway materials/information to customers.
Retailers/merchants	Can provide Byway materials/information to customers and sell Byway merchandise.



The Byway is anchored by Colorado Welcome Centers in Lamar (above left) and Trinidad (above right).

11. Interpretation

Historically, byway interpretation has usually taken the form of interpretive signs at key sites and brochures/printed materials made available at strategic locations, such as visitor centers. While these tools may still be effective (particularly interpretive signs), contemporary byway interpretation must consider the societal and technological changes that have occurred in the last decade and which have a direct influence on the interpretation and marketing of a byway. These include:

- Changing travel behaviors (staycations, e.g.), including those resulting from the Covid pandemic.
- Changing traveler demographics and traveler expectations.
- The increasing use of the internet and social media in trip planning and throughout a byway visit.
- The availability and use of Smartphones and other, portable computing devices (many with a camera).
- The ability of a traveler to be in immediate contact with friends, family and others via the internet.
- Fluctuations in state and local economies

The economic benefit to byway businesses and communities from travelers cannot be understated, and interpretation and marketing are key economic engines. Interpretation and marketing are interconnected and co-dependent. Like interpretation, marketing is a means of getting information to a targeted group/audience. Usually, marketing involves promoting a byway's intrinsic qualities, unique resources and interpretive sites. A byway needs high quality interpretive sites and amenities to promote, and marketing must reflect the sites and amenities that are accessible and "visitor ready". Marketing inaccessible and low-quality interpretive sites can be detrimental to the byway traveler's experience, and ultimately, to the byway itself. It is the byway traveler's experience that builds awareness of and support for the byway while also generating revenue for byway businesses and communities.

The recommendations in this section are intended to enhance the Byway and the visitor experience, while positioning the Byway for future success. These recommendations were developed with the following goals in mind:

- Respect and protect the Byway's intrinsic qualities.
- Showcase the Byway's intrinsic qualities, defining sites and unique character.
- Target and engage youth in order to generate future support for the Byway.
- Encourage collaborative relationships and partnerships between the Byway and key agencies, organizations and stakeholders involved with interpretation and outreach.

Interpretive Sites

Byway interpretive sites (containing interpretive signs and/or exhibits) are outlined below. Some sites feature Byway-related signs, some feature Trail-related signs and some contain both. Sign condition is in (). Photos of selected interpretive sites are found in **Appendix 9**.

Between the Colorado/Kansas State Line and Lamar	
Location Management Entity	Amenity
Holly Rest Area CDOT	4-panel Colorado State kiosk with no Trail- or Byway-related signs (Very Poor) Two Byway-related signs (Good)
Amache Museum Amache Preservation Society	4-panel kiosk with two related signs. (Good) Exhibits are not related.
Amache National Historic Site entrance plaza NPS	12 not related signs (Very Good)
Lamar Welcome Center Colorado Tourism Office	Multiple outdoor signs, including two Trail-related. (Poor) Source of Byway materials and information.
Big Timbers Museum Prowers County Historical Society	Three of five signs on an interpretive plaza are related. Another sign mentions Byway sites. (Good to Very Good) Some exhibits are indirectly Trail-related. A Madonna of the Trail interpretive sign is far removed from the statue and the interpretive plaza. (Good)
Between Lamar and La Junta	
Bent's New Fort Private property	Two Trail-related signs (Very Good)
John Martin Reservoir State Park CPW	One Trail-related sign (Fair)
John W. Rawling's Heritage Center Bent County Historical Society	Some items are Trail-related
Boggsville Bent County Historical Society	One related sign (Fair to Good)
Bent's Old Fort National Historic Site	Multi-sign interpretive trail. Interpretive plaza. Bent's Old Fort monument. Two interpretive signs identifying Trail sites. (Good)

Santa Fe Railroad Plaza City of La Junta	One related sign (Good)
Otero Museum City of La Junta	Numerous Trail-related exhibits and items. Currently in possession of 20'-long Trail traveling exhibit.
Between La Junta and Raton Pass	
Sierra Vista Overlook USFS	Four related signs (Good to Excellent)
Timpas Picnic Area USFS	Five interpretive signs, two related (Good to Very Good)
Iron Spring Interpretive Area USFS	Two interpretive signs (Excellent)
Pinon Canyon Maneuver Site U.S. Army	Not related interpretive signs
Hwy. 350 East MM 15 Pullout	Four signs, three with Trail references (Poor, Excellent)
Trinidad History Museum History Colorado	The entire site is Trail-related. New, bilingual Trail exhibits were installed in 2021.
Raton Pass I-25 North pullout/overlook CDOT	Three not related signs. (Very Poor)

Interpretive Tools

Interpretive Plan

Byway sites, resources and intrinsic qualities are the bedrock of interpretation in any byway corridor. For this reason, many CMPs recommend that a byway complete an interpretive plan, however, a full interpretive plan is not recommended for this byway. The Byway has a limited leadership role in interpretation in the Corridor, more often playing a supporting role to the agencies and organizations that are the primary providers of interpretive products and services. (Making collaboration and website links essential). Many of these entities have their own interpretive plans and operations, reducing the need for an overall Byway plan. In addition, there is a wealth of current information on C&P tourism and visitor demographics, economic impacts and other topics that an interpretive plan would address, and several more surveys/studies are underway or planned. Also, a comprehensive Byway sign inventory will be conducted in 2023. At this stage, interpretation-related issues can be most efficiently addressed on an ad hoc basis. For example, if it is decided to create a new interpretive pullout on Hwy. 350 Eastbound at Thatcher, it should be determined if there is a site-specific topic to interpret at that location. Also, an inventory of the topics covered on the existing interpretive signs at Sierra Vista Overlook, Timpas Picnic Area, Pinon Canyon Maneuver Site and Iron Spring Interpretive Area should be conducted, to avoid topic redundancy and to identify topic gaps.

Primary Providers of Interpretive Products and Services on the Byway

- National Park Service
- U.S. Forest Service
- Colorado Parks and Wildlife
- Canyons & Plains
- Museums

Bilingualism

The high Hispanic/Latino population in the Corridor and the Santa Fe Trail’s legacy of multi-culturalism, warrant the use of both English and Spanish on Byway interpretation and marketing materials, including signs, brochures and web content. Bilingualism can:

- Broaden and deepen the Byway’s connection to Hispanic/Latino residents in the Corridor
- Engage youth, a primary goal of the Byway
- Create new stakeholders and partners
- Benefit grant applications

Hispanic or Latino Population (2020 U.S. Census)

Prowers County 39.9%	Bent County 33.3%
Otero County 43.1%	Las Animas County 40.7%

Interpretive Signs

Interpretive signs are a valuable tool for interpreting not only particular sites, events and people, but the Byway in general. For many travelers, these signs are the only exposure they get to Byway and Corridor information. NPS, USFS and CPW are primarily responsible for producing, installing and maintaining such signs in the Corridor. At times, the Byway may assume responsibility for producing signs on behalf of another organization or for use at a specific location, such as replacing damaged signs at the Lamar Welcome Center. The condition of the Byway’s interpretive signs ranges from so severely damaged as to be unreadable, to Excellent. It is more important that non-functional and low-quality signs be replaced than new signs interpreting new topics be created. If an opportunity arises to develop a new interpretive site, an analysis of the topics of nearby interpretive signs should be done to assure that the topic and content of the new sign is not redundant with existing signs and fills a gap in topics, enhancing the telling of the story of the Trail and Byway.

Brochures and printed materials

To some extent, the internet has replaced printed materials as a primary source of information and education. There is, however still a strong need for printed materials for selected uses at specific locations, such as Welcome Centers, museums and motels. Some Byway printed materials are outdated and printed only in English. Most do not contain links to C&P and other important organizations, agencies and websites.

The Internet

Travelers use the internet for all aspects of byway travel, from trip planning to staying abreast of current travel conditions, to learning more about any and all aspects of a byway. Having a strong web presence, and having links to key partners and other important websites is critical. Websites can also track valuable user data, such as frequency, time and duration of use. Having the Byway under the administration of C&P, which has an established and effective website and presence, is extremely important to the Byway, with both the Byway Committee and public meeting attendees placing a high priority on increasing the Byway’s web presence. Due to the lack of internet access along sections of the Byway, travelers should be advised to maximize internet use prior to traveling. The internet also provides access to sites that can use innovative technology to showcase the Byway (such as Factor Earth Explore), and attract a young demographic.

The internet provides immediate access to trip planning information and is especially valuable to travelers planning spontaneous trips or short advanced notice trips. Using the internet is not only advantageous for travelers, it can also be cost effective for byways due to reduced costs for producing and distributing marketing materials (including postage). Also, few byways have staff that can field and respond to requests for information. For many travelers, the lack of a web and/or social media presence is a red flag that a byway and its attractions might not be high quality, may not desire visitors and may not be worth a visit. **Appendix 11** is a list of the potential weblinks identified in this CMP.

QR Codes

A QR code (Quick Response code) is a type of bar code that is used to provide easy access to online information through a digital camera on a phone or other mobile device. Easy and inexpensive to produce, and fast and easy to use, QR codes (right) can provide content information directly to users or link them to websites and other information sources. Like websites, QR codes can also be used to track valuable user data, such as frequency, time and duration of use. When outdoors (e.g., on interpretive signs) they are vulnerable to fading and other damage, and to being “stickered” by another entity that places a sticker of its own QR code atop the original.



Podcasts

A Podcast is a pre-recorded audio or video program that can be downloaded from a website and played on a computer or other digital device. They can be used to address virtually any topic, including tours of a byway and its sites and amenities. Public libraries can air certain podcasts free of copyright, providing exposure to a diverse audience, including the visually impaired. Creating a podcast requires a microphone, audio software, a computer and internet connection, and a podcast hosting service. Podcasts can be any length, and once created, they are relatively easy to distribute and to revise. Due to the lack of cell phone and internet access along sections of the Byway, travelers should be advised to download podcasts and other materials prior to traveling.

Blogging

A blog (“web-log”) is an online journal or informational website that allows a blogger to share information and thoughts on a topic. Blogs are relatively interactive, with readers being able to add their comments to the blog site. Unlike websites, which typically remain static for some period of time, blogs need frequent updating in order to attract and retain readers. Blogging is relatively inexpensive, but it does require a blogging platform, a web host and a large time investment to update content frequently.

YouTube

YouTube is a video streaming site whose main purpose is to provide access to content. Unlike social media platforms, YouTube is not intended for conversation and exchanges between users.

TikTok

Like, YouTube, TikTok is more a video broadcast channel than a social channel promoting conversation between users.

Videos

Although videos can be expensive to produce and distribute, and are not easily revised, they can be an engaging and effective educational tool. C&P produced and has posted six videos to its website and Vimeo. The Byway has funds available for video production and photography in 2023, both of which can be used in a variety of applications.

Social Media

“Social media” are websites that support and encourage direct conversation between users (rather than simply providing access to online content). The use of social media has grown tremendously in the past decade, and it is now a major source of information and communication, particularly for young people. The Byway Committee and a majority of public meeting attendees recognize social media as a valuable tool to reach and engage the youth whose support is essential to the Byway’s future.

Travelers use social media to post travel photos, videos, and personal experience accounts; read travel reviews; look at other people’s travel photos and experiences; and find travel events, deals and

promotions. Social media platforms (e.g., Facebook, Twitter, Instagram) enable people to access content (text, photographs, video) free of charge. Each platform has certain key features and targets a slightly different user demographic. **Appendix 10** contains information on the key features, demographics, pros, cons and posting tips of the major social media platforms, TikTok, YouTube, Tumblr and blogs.

Individual users and organizations provide (“post”) content in the hope that the user will engage with them by “liking”, sharing or responding to their post. Social media are more personal and interactive than websites and podcasts. Users expect current information and interaction with the poster, which can be difficult for a byway organization to provide. Also, interactive social media sites, where readers can respond to a post, must be monitored regularly for objectionable or suspect content. This requires the organization to develop social media policies, typically including, no profanity, pornography, spam or libelous comments.

The goal of many social media platforms, particularly Facebook, is not to provide content, it is to create an extensive network of connected users via the sharing of posts. Unlike surfing websites, using social media is more a leisure-time entertainment than an educational pursuit. As National Association for Interpretation Social Media specialist Paul Caputo says, “Social media is an activity not a thing.”

With billions of users and posts, the competition for an audience is tremendous. Platforms constantly revise the algorithms they use to prioritize posts and posters (the poster’s “credit rating”) and to collect user data. As in finance, maintaining a high credit rating is essential. To attract and engage users, thereby increasing the poster’s credit rating, posts should consist of short, engaging messages and images targeting specific audiences (RV travelers, e.g.). The goal is to have the reader share the posted content with his/her/their “followers”. Social media use is more controversial and volatile now than ever, with use protocols varying among platforms. Some government entities and private sector organizations are now controlling employee use of social media.

Social Media Pros	Social Media Cons
<ul style="list-style-type: none"> • Postings can reach a lot of people, often in a short period of time. • Users, not the poster, are primarily responsible for disseminating the content (via sharing). • Allows people to share personal content and experiences. • Easier and less expensive to update than a website. • Is accessible on mobile devices. • Links to social media can be contained on the poster’s website. 	<ul style="list-style-type: none"> • Creating and posting content and responding to input takes time. • Organization must maintain a consistent “voice” when multiple people are responding to public input. • Must be monitored for appropriateness of public input. • Lack of public interest in and not responding to postings hurts the agency/organization’s “credit rating.” • Social media trolls, who respond to posts simply to create controversy.

Major Social Media Platforms



Facebook




Twitter





Instagram



Tumblr

Interpretation Action Items	Priority	
Complete an inventory of all interpretive signs in the Corridor. The inventory should document sign roadway location (e.g., Holly Rest Area), GPS location, title and topic, condition and jurisdictional authority.	High	
Work with C&P to promote the Byway, provide on-line information through a dedicated Byway micro-site, and link to other relevant websites.	High	
Increase internet and social media presence by linking to other relevant websites. This is consistent with the goal of attracting and engaging youth.	High	
Provide Byway-related materials to the Colorado Welcome Centers on the Byway.	High	
Create Byway videos and expand the Byway’s photo archives.	High	
Make as much information and materials, including interpretive signs, exhibits and website content bilingual. (English/Spanish)	High	
Replace two Trail-related interpretive signs at the Lamar Welcome Center.	High	
Promote and expand upon the on-line travel itineraries available through C&P and colorado.com. An example of an existing itinerary is found in Appendix 12 .	Medium	
Update printed material content and add weblinks and/or QR codes.	Medium	
Have a presence at relevant festivals and community events. Although this strategy was not rated a High priority by the Committee or the public meeting attendees, it is one of the best ways to increase local knowledge of and support for the Byway, which is a high priority for both groups.	Medium	
Provide Byway-related materials to museums on the Byway.	Medium	
Encourage Big Timbers Museum to relocate the Madonna of the Trail interpretive sign, which is currently distant from both the statue and the interpretive plaza.	Medium	
<p>Create a Byway gateway at the large pullout and Welcome to Colorado sign on Hwy. 50 at the Kansas border. This spot already serves as a stopping and photography point for some travelers and is large enough to create an interpretive plaza. The interpretive signs currently located at the Holly Rest Area, some of which need replacing, could be relocated to here if desired.</p>		Medium
Replace or remove poor quality interpretive signs throughout the Byway.	Medium	
Work with CPW to include Trail and Byway information on the new interpretive kiosk to be constructed in 2023 at the John Martin State Park visitor center.	Medium	
Work with Factor Earth Explore to expand its coverage of the Byway.	Medium	
Use the art created for the Life Chronicles project at Byway events and through loans to Corridor facilities and organizations.	Medium	
Collect and analyze user and use data from the C&P website.	Medium	
Advise travelers to maximize internet use prior to traveling.	Medium	

<p>Work with CDOT to assure a Byway presence at the proposed multi-modal hub in La Junta. Note: The Byway's involvement with multi-modal transportation will gain importance if, in the future, reduced personal vehicle use results in more use of public and commercial buses, Amtrak and other modes of transportation.</p>	<p>Medium</p>
<p>Work with CPW to include Trail and Byway information in the visitor centers at John Martin Reservoir, Trinidad Lake and Fishers Peak State Parks.</p>	<p>Low</p>
<p>Encourage agencies and organizations conducting festivals and events to coordinate event scheduling to reduce competition for travelers, volunteers and resources and maximize length of stay on the Byway. For example, conducting events in multiple cities on consecutive days rather than on the same day.</p>	<p>Low</p>
<p>Find opportunities to utilize the 20'-long exhibit developed for the Trail Bicentennial (e.g., at events and as a loan to facilities and organizations in the Corridor.)</p>	<p>Low</p>
<p>Consider the feasibility of developing a Byway or Corridor Passport program, which will encourage visitation to multiple sites and locations, including businesses/merchants.</p>	<p>Low</p>
<p>Improve wayfinding to Bent's New Fort (left) and make the entrance gate to the site more obvious and inviting (right).</p>	
<p>Remain alert for opportunities to involve schools in Byway activities. School groups, while seen as important, present logistical problems. Transportation can be a challenge and many families cannot afford field trip fees. Taking time away from the classroom and the core curriculum can also be problematic.</p>	<p>Low</p>
<p>Consider creating a new interpretive pullout on Hwy. 350 Eastbound at Thatcher. Although the private owner of this site has expressed willingness to allow this pullout, one should not be created simply to have another pullout on the Byway, instead, it should be determined if there is a site-specific topic to interpret, or a significant hole in the topics interpreted on Hwy. 350 in the area.</p>	
<p>Encourage Big Timbers Museum to better identify the front entrance to the museum.</p>	<p>Low</p>
<p>Develop podcasts on various topics with the priority being an overall Byway tour.</p>	<p>Low</p>
<p>Encourage merchants to create WiFi hotpots at underserved Byway locations</p>	<p>Low</p>
<p>Work with CDOT to use its programmable digital sign to promote Byway events.</p>	<p>Low</p>

Work with CDOT to remove the multi-panel kiosk on Raton Pass. It is heavily vandalized and does not reflect well on the Byway. On paper, this location is an excellent site for a Byway gateway and interpretive plaza, however, traffic volume and speed, as well as a history of vandalism, make this site functionally impractical. The Byway should remain alert to establishing a gateway at an as yet undetermined location near this Byway terminus, possibly in Trinidad.



Low

Existing or Potential Partner	Role/Relationship
NPS	Management of National Historic Sites, the Santa Fe National Historic Trail and the Santa Fe Trail Auto Tour route. Can provide Byway materials/information to visitors. Potential website link.
USFS	Management of Comanche National Grassland. Can be advisory to the Byway. Can provide Byway materials/information to visitors. Potential website link.
CPW	Jurisdictional authority over State Parks and State Wildlife Areas. Can be advisory to the Byway. Can provide Byway materials/information to park visitors. Potential website links.
Colorado Welcome Centers	Can provide Byway materials/information to customers and sell Byway merchandise. Potential website links.
Chambers of Commerce	Can provide Byway materials/information to members and visitors. Possible source of donated goods/services and volunteers. Weblinks.
Byway cities and counties	Sources of lodging tax revenue and other funding.
Corridor museums	Can provide Byway materials/information to customers and sell Byway merchandise.
Factor Earth Explore	Provides high-tech, interactive, 360-degree imagery of Byway locations. Potential website link.
Lodging and dining establishments	Can provide Byway materials/information to customers.
Retailers/merchants	Can provide Byway materials/information to customers and sell Byway merchandise
Local media, writers and bloggers	Can disseminate information on and assist with promoting the Byway.
Sand Creek Massacre National Historic Site	Although these two sites are outside the Corridor and are not Trail-related, they may be locations that will make Trail-related material and information available to their visitors.
Ludlow Massacre National Historic Monument	

12. Tourism and Economic Development

Increasing tourism while protecting the Corridor's intrinsic qualities and resources are goals of every byway. Byways must provide visitors with a unique and positive experience, generating marketing buzz, positive word of mouth and repeat visitation. Between 2014-2019, visitor spending on Colorado byways totaled \$4.92 billion dollars, showing the vital contribution byways make to local and regional economies. While visitor spending was reduced during the Covid pandemic, C&P reports that as of 2023, visitor spending and tax revenue in the Region have nearly returned to pre-Covid levels.

The 2022 C&P Tourism Stakeholder Survey provides the most recent analysis of Byway economics. Stakeholder responses of particular interest to the Byway, include:

Visitation to my business/organization has stayed the same or increased since 2021	60.4%
My revenue has stayed the same or increased since 2021	57%
Would like to see more visitors year-round	4.3 on a scale of 5
Would like to see more events on the Byway	3.9 on a scale of 5
Instate tourists are critical to my success	3.6 on a scale of 5
Out-of-state tourists are critical to my success	3.6 on a scale of 5
International tourists are critical to my success	2.2 on a scale of 5

The Byway's affiliation with C&P will be a tremendous benefit to the Byway, to C&P and to the Region. C&P is the leading tourism-related economic development entity in southeast Colorado. The mission of C&P is to promote visitation to and stewardship of the unique historical, natural, and cultural assets of southeast Colorado among resident and visitors. One of the great benefits to the Byway of being under the C&P umbrella is being able to access and participate in C&P studies and surveys rather than having to conduct its own research. C&P has conducted extensive tourism and economic studies and surveys, the results of which are directly applicable to the Byway because the Corridor contains the C&P Region's largest cities, most heavily-traveled roads and a vast majority of traveler and visitor services and amenities including:

- Gas, food and lodging
- Shopping, including local produce, arts and crafts
- Historic and cultural festivals and events
- Welcome Centers and museums

As a result, C&P demographic and economic data strongly reflects Corridor residents and Byway travelers and shows that the Byway makes a significant contribution to the economy of southeast Colorado and is an important economic driver in the Region. A 2021 CTO travel impact study found that travelers spent more than \$100 million dollars in the four Byway counties, and contributed nearly \$6 million in tax revenue.

County	Visitor Spending	Business Earnings	Tax Revenue
Bent	\$5.4 million	\$1.2 million	\$306,000
Prowers	\$26.3 million	\$13.3 million	\$1.6 million
Otero	\$28.3 million	\$8.2 million	\$1.5 million
Las Animas	\$44.3 million	\$18.3 million	\$2.5 million
TOTAL	\$1.43 million	\$41 million	\$5.96 million

C&P surveys show that Corridor residents strongly support tourism and feel it benefits their community. Similarly, public meeting attendees felt strongly that the Byway has a positive effect on Byway communities. A 2021 survey of residents of Trinidad and Las Animas County indicates that:

- 90% think tourism is important to the economy of Trinidad and Las Animas County.
- 87% think the positive impacts of tourism outweigh the negative impacts.
- 79% would like to see more tourists coming to Trinidad and Las Animas County throughout the year.

In addition, most respondents to C&P’s Restart Destinations Program survey supported increased year-round visitation and hosting more major events to attract visitors. And respondents to the 2022 C&P Tourism Stakeholder Survey rated the importance of increasing year-round visitors at 4.3 on a scale of 5. Additional, Byway-related respondent priorities for 2023 include:

Action/Strategy	Priority Rank
Increase demand and visitation	1
Develop new visitor experiences	2
Enhance existing visitor experiences	3
Host new events	5
Enhance interpretation of local culture and history	(Tied)
Encourage responsible and respectful visitation and use	7

The Byway Committee, public meeting attendees and C&P Tourism Stakeholder survey respondents all support increased tourism on the Byway. The Committee and meeting attendees supported increased visitation by virtually all user types, with the strongest support going to the following users:

User Types Most Supported by Byway Committee Members	User Types Most Supported by Public Meeting Attendees
1. Night sky viewers	1. Artists
2. Artists	2. Nature enthusiasts
3. Nature enthusiasts	3. Night sky viewers
4. Tour/commercial groups	4. Tour/commercial groups
5. Hikers	5. School groups
6. Bicycles	6. Hikers

The Byway Committee and public meeting attendees considered marketing locally/regional and in other Santa Fe Trail states to be a priority. Meeting attendees also supported marketing nationally. As with interpretation, the Byway often plays a supporting role rather than a leadership or direct-delivery role in marketing. As with interpretation, the most important role the Byway can play may be to link the Byway to marketing entities, organizations and websites and to provide them with updated information and content.

Economic Development Organizations

Several entities are involved with tourism and economic development in the Corridor, including several Chambers of Commerce, which are important partners with the Byway. Chambers are a vital link to Corridor businesses and their employees.

Businesses may be willing to assist with and/or provide materials and funding for Byway events. Employees may have knowledge and expertise that would benefit the Byway and/or be willing to be volunteers for the Byway. Most Chambers are willing to email blast their members with important Byway news. Most provide their members and new businesses in the Corridor with packets containing information on local organizations and activities, and are willing to include Byway information in their packet.

- Lamar Chamber of Commerce
- Las Animas/Bent County Chamber of Commerce
- La Junta Chamber of Commerce
- Trinidad/Las Animas County Chamber of Commerce

Corridor Economic Development Organizations	
Southern Colorado Economic Development District	Bent County Development Foundation
Southeast Colorado Business Retention, Expansion and Attraction	Otero County Economic Development
Prowers County Economic Development, Inc.	Small Business Center (Otero County)
Prowers Economic Prosperity	La Junta Economic Development
Prowers County Lodging Tax Panel	La Junta Tourism Board
Lamar Partnership, Inc.	Trinidad Tourism Board
	Downtown Trinidad Development Group
	Trinidad-Las Animas County Economic Development, Inc.

In addition, the Holly Commercial Club functions similar to a Chamber of Commerce.

The largest employers in the Corridor by number of employees are listed below.

Lamar/Prowers County	Las Animas/Bent County	La Junta/Otero County	Trinidad/Las Animas County
Colorado Mills Prowers Medical Center Prowers County School Districts	CoreCivic (Prison management) Mountain Prairie pig farm Bent County Government Two school districts City of Las Animas	Lewis Bolt and Nut Oliver Manufacturing Walmart Debourgh Manufacturing Arkansas Valley Medical Center East Otero School District	Evergreen Natural Resources Aerogas Las Animas County City of Trinidad

Local Media and Information Sources

Local media can help promote the Byway, recruit volunteers and help the Byway's visibility in the communities they serve. Public meeting attendees reported getting Byway news from a variety of sources, including:

- The Lamar Ledger
- The Prowers Journal
- The Chronicle (Trinidad)
- The newsletters of organizations they belong to (e.g., The Santa Fe Trail Association newsletter and the Apishapa Valley Historical Society newsletter)
- Social media, particularly, Snapchat, Facebook, TikTok, Instagram and YouTube
- Podcasts
- Bulletin boards in Post Offices and other community gathering places
- Radio, although it is generally thought to be ineffective, particularly for targeting youth
- Word of mouth

Other ways the Byway has been promoted include:

- The Rocky Ford Daily Gazette
- The La Junta Tribune-Democrat
- The Bent County Democrat
- The Pueblo Chieftain
- At community events, such as the High Plains Snow Goose Festival.
- Targeted USPS mailings (Trinidad History Museum)
- Email blasts
- Byway representative attendance at Chamber After Hours events and civic group and club meetings (e.g., Rotary, Lions, Oddfellows, Elks)
- Fliers distributed in schools and on Main Street in Trinidad (Trinidad History Museum)
- Through canyonsandplains.org, colorado.com, cdot.gov/travel/colorado-byways and other websites

Tourism Markets

While C&P and the Byway should continue to market to a broad, general audience, special interest groups and users should also be targeted (niche marketing). There are groups and individuals with particular interest in each of the Byway's intrinsic qualities and resources, and would visit the Byway specifically to utilize and experience them.

Heritage tourism involves traveling with the primary purpose of exploring the history and heritage of a place. It is "place-based" – the historic resources and the traveler experience are specific to a particular location, connecting the visitor to a historic time and place. The Corridor is rich in history and its historic intrinsic qualities and resources are the primary reason it attained state and national byway designations. The Corridor has several locations that are designated a National Historic Site, District or Place and five locations are designated a Santa Fe Trail National Historic Trail Site. In addition, parts of the landscape are themselves historic, remaining virtually unchanged and undisturbed since the days of the Trail. Heritage tourism can involve:

- Visiting historic sites, statues, monuments and places that authentically represent the heritage of a place.
- Participating in heritage events and activities.
- Visiting museums.
- Viewing historic architecture.
- Viewing historic landscapes.
- Visiting or working at a farm or ranch.
- Eating historically authentic foods.

Agritourism involves connecting people to farms, ranches and an agricultural lifestyle and culture. Colorado has an Agritourism Association to assist businesses with insurance, zoning, signage and marketing. Agritourism can involve:

- Taking farm and ranch tours.
- Assisting on a working farm or ranch.
- Lodging and dining at farms and ranches.
- Attending food festivals and farm-to-table meals.
- Utilizing farms and ranches for weddings and special events.
- Visiting farm stands, farmers markets and pick-your-own farms.
- Taking hay rides and visiting corn mazes.
- Viewing or participating in equine activities.

Heritage tourism and agritourism are increasing in popularity in Colorado, and at least one Byway agricultural business (Colorado Mills), has had success conducting informal agritourism activities. Heritage and agritourists typically have higher education levels and more discretionary income than the general public and are more likely to try a variety of activities and new experiences when they travel. Packaging agritourism and heritage tourism activities together can help create a critical mass of attractions to draw visitors to rural areas and extend visitor stays in the Corridor.

Cultural tourism exposes people to the places, traditions and experiences of a particular people(s) and/or location. Cultural tourism is “people-based”—the cultural resources and the traveler experience are specific to a particular people(s) and their culture. Cultural tourism can involve:

- Visiting local artists and artisans.
- Visiting art museums featuring local cultural art and artists.
- Attending Native American dances and events.
- Enjoying local cultural music, food and drink.
- Attending cultural events and activities, including fairs and rodeos.
- Seeing culturally representative architecture and landscapes.
- Rock art viewing.

Recreational tourism is travel with the goal of actively participating in a recreational activity or watching such activity as a spectator. The Corridor’s extensive public land holdings provide outstanding opportunities for a variety of outdoor recreation pursuits. Although most of the Byway’s recreational resources exist on public land and are well-known and marketed, targeting recreationists can be of value to the Byway. Targets for niche marketing include:

- Hiking, running and cycling groups

- Hunting and fishing organizations and individuals
- Boating and water sports groups and individuals
- Off-road and motorized vehicle clubs
- Campers and picnickers
- Geocaching groups (There are several geocaches in the Corridor)

In addition to the outdoor recreation opportunities available on public lands, outdoor and sporting activities that can be pursued on private property include horse riding, fishing, hunting, camping and golf.

Nature and scenic tourism on the Byway utilize many of the same locations and resources, most of these being found on the Corridor’s public lands. The Byway’s landscapes and attractive built environments, like Corazon de Trinidad, also have great scenic value. For the purposes of this CMP, nature tourism is considered to be non-consumptive, i.e., hunting and fishing are considered to be recreational activities, not nature activities. In addition to sightseeing, nature and scenic tourism activities in the Corridor include:

- Birding and wildlife watching
- Nature and wildlife photography
- Leaf peeping
- Stargazing
- Dinosaur track viewing
- Camping
- Writing and painting outdoors

Collaborative Marketing

Collaborative marketing is a strategic alliance between two or more entities and a synergistic opportunity to highlight the distinctive character and sites of the Corridor. Collaboration among government agencies, businesses, farmers, ranchers and artisans could encourage longer stays and more spending. Collaborative marketing may attract a greater variety of visitors and draw them to multiple destinations and communities. This enhances the visitor experience and reduces any one entity’s advertising costs. It allows agencies, organizations, businesses, artisans and property owners to collectively tell a fuller story of the Corridor’s distinctive qualities and amenities. Collaborative marketing allows an entity to:

- Broaden its demographic reach and attract new “customers”.
- Generate new partnerships through cross-promotions.
- Increase its web and social media presence.
- Spread the burden of marketing staff time and costs.

Primary providers of Corridor outdoor recreation opportunities

<p>Colorado Parks and Wildlife John Martin Reservoir State Park Trinidad Lake State Park Fishers Peak State Park Several State Wildlife Areas</p>
<p>US Forest Service Comanche National Grassland</p>
<p>National Park Service Bent’s Old Fort National Historic Site Amache National Historic Site</p>
<p>Several City Parks and Trails</p>

Tourism and Economic Development Action Items	Priority
Increase the Byway's social media presence.	High
Participate in C&P and CTO niche marketing campaigns.	High
Update/expand Trail- and Byway-related web page content to be used by C&P and others.	High
Create a Byway micro-site to be housed under the C&P website.	High
To the extent possible, design new materials and content so that it can be used or easily adapted for use in a variety of applications, such as in printed material and on websites and social media platforms.	High
Encourage and participate in collaborative marketing campaigns.	High
Develop a Byway information packet to be provided to Welcome Centers, Chambers of Commerce, civic leaders, key partners, entities conducting intrinsic qualities-based tours and activities, motels, and others requesting such information.	Medium
Develop niche market tour itineraries.	Medium
Conduct and/or participate in community events and activities.	Medium
Maintain the calendar of Byway community events and celebrations posted by C&P.	Medium
Support efforts to make Byway sites more visitor ready, e.g., improving the entrance to Bent's New Fort, replacing poor-quality interpretive signs, etc.	Medium
Promote the Byway as a Certified Electric Byway. The fact that the Santa Fe Trail (and Byway) have evolved from a wagon route to an electric vehicle route could be used in marketing the Byway.	Medium
Explore the possibility of collaborative marketing with other Santa Fe Trail states.	Medium
Assist the C&P and University of Colorado marketing project as appropriate.	Medium
Develop a Press Kit to be provided to Corridor media and media in Pueblo, Colorado Springs, Denver and the Front Range.	Medium
Participate in appropriate studies and surveys conducted by C&P and CTO.	Medium
Develop a PowerPoint presentation and support materials to be used in presentations to civic leaders and groups (Rotary, e.g.), Chambers of Commerce, large employers, potential partner organizations and funders, etc.	Low
Join the Colorado Agritourism Association.	Low
Develop a list of potential volunteer projects for youth organizations that have a community service component, such as Scouts.	Low
Remain alert for opportunities to engage and involve schools in Byway activities.	Low
Sponsor familiarization (Fam) tours for civic leaders, the media, travel and freelance writers, bloggers and others.	Low

Establish relationships with and provide Byway information and materials to coach tour operators and travel agents and agencies in Pueblo, Colorado Springs, Denver and the Front Range.	Low
Establish contact with and provide Byway materials and information to writers and bloggers covering the Corridor and the region.	Low
Consider placing paid ads in related publications, such as Sunset, AAA, Western Living, True West, Wild West, Rwwest, and publications targeting the Byway's niche market groups (e.g., Western Horseman, etc.).	Low
Encourage retailers to stock heritage/cultural retail items.	Low
Provide small Byway flags or window decals for merchants to display showing their support for the Byway	Low

Existing or Potential Partner	Role/Relationship
CTO	Assistance with niche marketing, training and various tourism-related products and services. Potential website link.
SFTA, particularly the Bent's Fort Chapter	Assistance marketing the Byway. Can provide Byway materials/information to members and serve in an advisory role. Possible source of volunteers. Potential website link.
NPS, particularly Bent's Old Fort National Historic Site	Marketing and event coordination and promotion. Can be advisory to the Byway. Potential website link.
National Scenic Byway Foundation	Can provide Byway materials/information to members and serve in an advisory role. Possible source of funding. Potential website link.
Colorado Welcome Centers	Can provide Byway materials/information to customers and sell Byway merchandise. Potential website links.
Chambers of Commerce	Can send email blasts and provide Byway packets to members and new businesses. Can provide Byway materials/information to visitors. Connections to possible sources of donated goods/services and volunteers. Potential website links.
Holly Commercial Club	Can provide information to members and new businesses. Connections to possible sources of donated goods/services and volunteers. Potential website links.
Byway cities and counties	Possible collaborative marketing partners. Their support of the Byway is critical. Potential website links.
Corridor museums	Possible collaborative marketing partners. Can send email blasts and provide Byway packets to members. Weblinks.
Lodging and dining establishments	Can provide Byway materials/information to customers.
Retailers/merchants	Can provide Byway materials/information to customers and sell Byway merchandise.

Other Santa Fe Trail states	Possible collaborative marketing partners. Potential website links.
Large employers	Possible sources of donated goods/services, volunteers and funding.
Local, regional and Front Range media	Can disseminate information on and assist with promoting the Byway.
Colorado Agritourism Association	Source of materials and expertise.
Youth organizations that have a community service component	Source of volunteers.
Writers and bloggers	Can disseminate information on and assist with promoting the Byway.
Related publications	Can disseminate information on and assist with promoting the Byway.

13. Partnerships and Fundraising

Generating partnerships and fundraising success are directly linked to having a clearly articulated vision, mission and goals for the Byway, a current CMP, and an active and viable organization (The Byway's affiliation with C&P is of tremendous benefit here.).

Partnerships

Very few byways have the resources (fiscal, personnel, expertise, materials and equipment) they need to be functionally independent and economically viable on their own. Partnerships help fill resource voids, create new stakeholders and broaden a byway's presence and influence in its Corridor and beyond. Byways must optimize their resources and develop synergistic, collaborative relationships with diverse partners and interests: government agencies, non-profit organizations, private sector entities and diverse interest groups and stakeholders. Partnerships bring much needed resources, knowledge and expertise to a byway and can strengthen a byway's bid for grant money by providing in-kind services and matching funds.

Partnerships occur when entities interact because they have a common interest. The most effective byways encourage and facilitate partnerships, resulting in products, services and visitor experiences that are superior to what an individual agency or organization can provide on its own. The Intrinsic Qualities Action Items in this CMP includes existing and potential partners. **Appendix 2** is a compilation of these partners.

Fundraising

Fundraising can consist of applying for grants, soliciting matching funds and donations, generating revenue directly from byway products and services, and other sources. For the first time in more than a decade, the federal government is funding byways. The Consolidated Appropriations Act of 2021 included \$16 million for the National Scenic Byway program and the Consolidated Appropriations Act of 2022 provided an additional \$6 million for the program. The 2023 Appropriations Act includes \$20 million for byways.

While state and federal byway money has always been the lifeblood of byways, grants from public agencies and private foundations (as well as private donors) can also be important to a byway. Several of the Byway’s existing partners have grant programs, and there are grants from a variety of sources that address the Byways intrinsic qualities. Examples of potential grantors follows.

Grantor	Grant Focus
History Colorado	Archaeology and historic preservation projects
NPS Historic Preservation Fund	Historic preservation and projects focused on heritage preservation
DAR Historic Preservation Grants	Projects that preserve historic resources and sites and other history-related projects
Advisory Council on Historic Preservation Preserve America Grants	Activities related to heritage tourism and innovative approaches to the use of historic properties as educational and economic assets
U.S. Department of the Interior Historic Preservation Fund	The conservation of cultural and historic sites
Peter Grant Preservation Fund for Colorado	Historic preservation in Colorado
National Fish and Wildlife Foundation	Natural resource conservation
National Scenic Byway Foundation	Funding for diverse byway projects
The Wildlife Society Small Grants Program	Projects that promote the wise management and conservation of wildlife in Colorado
The Rose Foundation for Communities and the Environment	Nature protection and stewardship
Colorado Agritourism Association	Activities that generate new products, create and expand marketing opportunities, and increase agricultural producer income
Recreational Equipment, Inc (REI)	Connecting people to the outdoors
Colorado Parks and Wildlife Partners in the Outdoors	Networking and collaboration to advance and balance outdoor recreation and conservation in Colorado
Colorado Parks and Wildlife Fishing is Fun	Fish and fishing projects and activities
Colorado Parks and Wildlife Non-Motorized Trails Program	Trail planning, construction and maintenance
Colorado Parks and Wildlife Outdoor Equity Grant Program	Creating opportunities for underserved youth and their families to get involved in recreational activities and experience Colorado’s open spaces, state parks, public lands and other outdoor areas

Colorado Parks and Wildlife Outdoor Regional Partnership Initiative	Ensuring that Colorado's land, water, and wildlife thrive while also providing for equitable access to quality outdoor recreation experiences
Great Outdoors Colorado	Outdoor recreation, land conservation and stewardship projects
Colorado Tourism Office	Projects that develop, enhance, or manage visitor experience in Colorado
CDOT Transportation Alternatives Program (TAP) Grants	Projects that expand travel choices, strengthen the local economy, improve quality of life, and protect the environment. May address non-motorized forms of transportation like biking and walking.
Colorado Office of Economic Development and International Trade	A variety of grants are available
Local lodging tax boards	Possible source of funding
CDOT Revitalizing Main Streets Program	Enhancing transportation safety and strengthening the connection of people to main streets and central economic hubs

Partners and Fundraising Action Items	Priority
Stay alert for new opportunities for funding through state and federal governments.	High
Craft a vision and mission statement for the Byway to be used with potential partners and funders and in other applications.	High
Determine if the Byway receives revenue from city and count lodging taxes. If not, determine if the Byway is eligible to receive such revenue and if so, apply to be a recipient.	High
Identify a consultant to research and apply for grants as needed.	Medium
Consider applying for a CDOT TAP grant.	Medium
Identify companies and individuals in the Corridor who may provide financial support and/or in-kind products and services to the Byway.	Low
Consider using the C&P website to generate revenue through ads.	Low
Develop a program for Corridor merchants to ask buyers if they would like to "round up" their purchase price to generate revenue for the Byway.	Low

14. Byway Administration

Byways must have a clearly defined mission, an efficient and effective organizational structure and strong leadership from a stable and active Committee. The Byway has a well-established mission and the fact that it is under the umbrella of C&P has strengthened the Byway's leadership and increased the resources it has at its disposal. In order to promote efficiency in Byway operations and assure long-term continuity, a byway should plan for the inevitable turnover of Committee members by having a Succession Plan that addresses the following questions:

- Is the CMP current?
- When does the CMP expire?
- How many Committee members are there and how long are their terms?
- How are Committee members recruited, selected and trained?
- What are the titles and responsibilities of Committee officers?
- How frequently are Committee meetings held and how are the public, partners and stakeholders notified of meetings?
- What technology (computer programs, software, apps, etc.) is routinely used in administering the Byway?
- Where are important documents and records kept and how are they accessed?
- How are volunteers recruited and trained?
- How are the contributions of volunteers and partners documented?
- Who are the Byway's key partners?

As with most Byways, recruiting new Committee members has proven difficult in a Corridor with a relatively small population and with many agencies, organizations and causes relying on and competing for leaders, volunteers and resources. Many of the Action Items recommended in this CMP are intended to increase public knowledge of and support for the Byway, which may generate interest in Committee positions. When recruiting potential members, partners, volunteers and grantors, it is important that the Committee have a shared, articulable sense of and vision for the Byway.

It is also important that the Committee's meetings are open to the public and advertised. Public notices in local media, as well as personal notification of key partners and stakeholders, are important ways to keep the Byway in the public eye and create transparency in decision-making and operations.

The Byway's long-term success also depends on maintaining a strong relationship with CDOT. In addition to having maintenance responsibility for the majority of the Byway's roads and rights-of-way, CDOT is a valuable source of information on a variety of in-house and external topics and can provide assistance with conforming to both state and federal requirements when developing plans and conducting activities. The State Byway Coordinator and Regional Manager(s) should be added to the list of individuals that receive notification of Committee and public meetings, major Byway events, planned media and marketing campaigns, and other significant topics relevant to their positions. In addition to CDOT, the Byway will need collaborative relationships with other government agencies, nonprofit organizations, the business community and volunteer groups

Byway Administration Action Items	Priority
Post the CMP to the appropriate website (required).	High
Develop a Byway Succession Plan.	High
Craft vision and mission statements for the Byway that can be used in a variety of applications.	High
Maintain communications with CDOT.	High
While the Committee should focus on High priority action items, it should remain flexible and ready to take advantage of opportunities to complete lower priority action items as the opportunity arises.	High
Encourage Byway communities and counties, CPW and USFS to have a representative on the Byway Committee.	Medium
Encourage Byway Chambers of Commerce, museums, outdoor recreation interests, environmental groups and the business community to have a representative on the Byway Committee or to be available in an advisory capacity.	Low
Create a Youth Advisory Council that would advise the Board on youth engagement and involvement. This Council would increase community awareness of and support for the Byway, now and in the future. It is also a valuable opportunity for cross-generational learning and interaction. The Council could consist of high school and college students who might be able to receive course or elective credit for serving.	Low
Explore the possibility of having a college or high school provide students for internet technical support and possibly website development and maintenance and social media use.	Low



Appendix 1: Prioritized Action Items

High Priority Action Items

Wayfinding
Complete an inventory of Trail- and Byway-related wayfinding, directional, reassurance and site identification signs and Trail markers in the Corridor.
Replace signs that are in Fair or worse condition.
Add State Byway signs on all sections of the Byway to comply with CDOT standards.
Install Begin and End Byway signs at the Byway's termini
When considering alterations to the Byway roadway and signage, consult and adhere to CDOT's Roadside Design Guidelines, Visual Resources, Signage & More (2021), found in Appendix 8 .
Roads, Safety and Maintenance
Maintain relationships with CDOT Region Manager(s) and their counterparts in Byway cities and counties.
Monitor plans for and progress on the La Junta multi-modal center and work with CDOT to determine how the center can best serve Byway travelers.
Promote the Byway being a Certified Electric Byway, including the location and types of electric vehicle charging stations on the Byway.
Archaeological Qualities
Support the programs and activities of the federal, state, county and municipal government agencies responsible for archaeological site and resource protection.
Continue to be selective in promoting archaeological sites in order to protect sensitive resources.
Historic Qualities
Support historic preservation activities in the Corridor.
Support the programs and activities of the federal, state, county and municipal government agencies responsible for historic preservation.
Cultural Qualities
Encourage, support and promote events that reflect the cultural diversity and vibrancy of the Byway Corridor.
Participate in Trail-relevant events as possible.
Natural Qualities
Support government agencies, non-profit organizations, land trusts and others working to protect the Byway's natural resources and qualities.
Have a presence at and/or provide Byway materials to nature-related events

Scenic Qualities
Support government agencies, non-profit organizations, land trusts and others working to protect the Byway's scenic resources and qualities.
Use the CDOT Visual Impact Assessment process when initiating or reviewing projects that potentially impact the Byway's scenic qualities.
Recreational Qualities
Promote the diversity and quality of outdoor recreation opportunities in the Corridor.
Interpretation
Complete an inventory of all interpretive signs in the Corridor.
Work with C&P to promote the Byway, provide on-line information through a dedicated Byway micro-site, and link to other relevant websites.
Increase internet and social media presence by linking to other, relevant websites.
Provide Byway-related materials to the Colorado Welcome Centers on the Byway.
Create Byway videos and expand the Byway's photo archives.
Make as much information and materials, including website content, bilingual.
Replace two Trail-related interpretive signs at the Lamar Welcome Center.
Tourism and Marketing
Increase the Byway's social media presence.
Participate in C&P and CTO niche marketing campaigns.
Update/expand upon Trail-related web page content to be used by C&P and others.
Create a Byway micro-site to be housed under the C&P website.
Design new materials and content so that it can be used or easily adapted for use in a variety of applications and social media platforms.
Encourage and participate in collaborative marketing campaigns.
Partnerships and Fundraising
Stay alert for new opportunities for funding through state and federal governments.
Craft a vision and mission statement for the Byway to be used with potential partners and funders and in other applications.
Determine if the Byway receives revenue from city and count lodging taxes. If not, determine if the Byway is eligible to receive such revenue and if so, apply to be a recipient.
Byway Administration
Post the CMP to the appropriate website (required).
Develop a Byway Succession Plan.
Craft vision and mission statements for the Byway that can be used in a variety of applications.

Maintain communications with CDOT.

Focus on High priority action items, while remaining flexible and ready to take advantage of opportunities to complete lower priority action items as the opportunity arises.

Medium Priority Action Items

Wayfinding

Replace signs that are inconsistent in color and/or configuration.

Roads, Safety and Maintenance

Monitor CDOT projects to assure that Byway signs that are damaged or removed during maintenance work are replaced, and if necessary updated.

Historic Qualities

Maintain or establish contact with historic preservation boards and committees housed within city and county governments.

Look for opportunities to involve youth organizations in historic preservation.

Cultural Qualities

Identify the coordinators of cultural events in city and county governments and in the private sector.

Natural Qualities

Promote birding, hiking, and driving tours that showcase the area's natural qualities.

Scenic Qualities.

Consider getting Dark Sky certification for some part of the Byway Corridor.

Recreational Qualities

Target special interest recreation clubs, groups and organizations to receive Byway materials/information on recreational opportunities in the Corridor and on responsible outdoor recreation.

Visitor Services

Include information on the lack of services and amenities on certain sections of the Byway.

Provide printed Byway materials to selected motels and lodging establishments in the Corridor, particularly those directly on the Byway roadway.

Interpretation

Promote and expand upon the on-line travel itineraries available through C&P and colorado.com.

Update printed material content and add weblinks and/or QR codes.

Have a presence at relevant festivals and community events.

Provide Byway-related materials to museums on the Byway.

Encourage Big Timbers Museum to relocate the Madonna of the Trail interpretive sign.

Create a Byway gateway at the large pullout and Welcome to Colorado sign on Hwy. 50 at the

Kansas border.
Replace or remove poor quality interpretive signs throughout the Byway.
Work with CPW to include Trail and Byway information on the new interpretive kiosk to be constructed in 2023 at the John Martin State Park visitor center.
Work with Factor Earth Explore to expand its coverage of the Byway.
Use the art created for the Life Chronicles project to promote and educate about the Byway.
Collect and analyze user and use data from the C&P website
Advise travelers to maximize internet use prior to traveling.
Work with CDOT to assure a Byway presence at the proposed multi-modal hub in La Junta.
Tourism and Economic Development
Develop a Byway information packet to be provided to Welcome Centers, Chambers of Commerce, civic leaders, key partners and others.
Develop niche market tour itineraries.
Conduct and/or participate in community events and activities.
Maintain the calendar of Byway community events and celebrations posted by C&P.
Support efforts to make Byway sites more visitor ready.
Promote the Byway as a Certified Electric Byway.
Explore the possibility of collaborative marketing with other Santa Fe Trail states
Assist the C&P and University of Colorado marketing project as appropriate.
Develop a Press Kit to be provided to Corridor media and media in Pueblo, Colorado Springs, Denver and the Front Range.
Participate in appropriate studies and surveys conducted by C&P and CTO.
Partnerships and Fundraising
Identify a consultant to research and apply for grants as needed.
Consider applying for a CDOT TAP grant.
Byway Administration
Encourage Byway communities and counties, CPW and USFS to have a representative on the Byway Committee.

Low Priority Action Items

Roads, Safety and Maintenance

Determine if road widening and road shoulder projects improve conditions and safety for bicyclists and equestrians.

Support efforts to improve bicycle and pedestrian safety in the Corridor.

Update websites with information on road improvements and conditions.

Work with CDOT to use its programmable digital sign to promote Byway safety.

Outdoor Advertising

Monitor the Byway for non-compliant signs and advertising devices.

Maintain a list of the city and county government departments that are responsible for signage and advertising in their jurisdiction.

Archaeological Qualities

Support private property owners in their efforts to protect archaeological sites and resources on their property.

Establish or maintain ties to local archaeology clubs and groups.

Historic Qualities

Promote and conduct history/heritage tours in the Corridor.

Promote and/or conduct agricultural tours in the Corridor.

Partner with history-related clubs and groups, including non-tradition groups, such as vintage auto clubs, train clubs and others.

Cultural Qualities

Provide Byway-related materials and information to local artists and artisans.

Encourage, promote and/or participate in agritourism activities in the Corridor.

Natural Qualities

Stay informed of city and county zoning and land use review, decisions and activities that may impact the Byway.

Consider getting Dark Sky certification for some part of the Corridor.

Scenic Qualities

Work with government entities, energy, wind energy interest and cell phone service providers to protect the Byway's significant views and landscape integrity.

Recreational Qualities

Determine how best to work with local geo-caching groups and other clubs using GPS and other technologies to explore the Byway.

Provide Byway materials/information to local outdoor guides and outfitters.

Provide Trail-related materials/information to private campgrounds.
Visitor Services
Provide Trail placemats to selected restaurants, particularly those directly on the Byway roadway.
Encourage merchants and museums to carry Byway merchandise.
Encourage merchants and museums to be open for business on weekends and holidays during peak tourism times and during special Byway events and activities.
Encourage visitor service providers to utilize on-line hospitality training provided by CTO.
Develop a 1-2 hour Byway training class for front-line hospitality workers as well as on-line hospitality training that can be accessed by employers and employees at any time.
Interpretation
Work with CPW to include Trail and Byway information in the visitor centers at John Martin Reservoir, Trinidad Lake and Fishers Peak State Parks.
Encourage agencies and organizations conducting festivals and events to coordinate event scheduling.
Find opportunities to utilize the 20'-long Trail exhibit developed for the Trail Bicentennial.
Remain alert for opportunities to involve schools in Byway activities.
Consider creating a new interpretive pullout on Hwy. 350 Eastbound at Thatcher.
Consider the feasibility of developing a Byway or Corridor Passport program, which will encourage visitation to multiple sites and locations, including businesses/merchants.
Improve wayfinding to Bent's New Fort and make the entrance gate to the site more obvious and inviting.
Encourage Big Timbers Museum to better identify the front entrance to the museum.
Develop podcasts on various topics with the priority being an overall byway tour.
Encourage merchants to create WIFI hotpots at underserved Byway locations
Work with CDOT to use its programmable digital sign to promote Byway events.
Work with CDOT to remove the multi-panel kiosk on Raton Pass.
Tourism and Marketing
Develop a PowerPoint presentation and support materials.
Join the Colorado Agritourism Association.
Develop a list of potential volunteer projects for youth organizations.
Sponsor familiarization (Fam) tours.
Establish relationships with and provide Byway information and materials to coach tour operators and travel agents and agencies.
Establish contact with and provide Byway materials and information to writers and bloggers.

Consider placing paid ads in related publications.

Encourage retailers to stock heritage/cultural retail items.

Provide small Byway flags or window decals for merchants to display showing their support for the Byway

Partnerships and Fundraising

Identify companies and individuals in the Corridor who may provide financial support and/or in-kind products and services to the Byway.

Consider using the C&P website to generate revenue through ads.

Develop a program for Corridor merchants to ask buyers if they would like to “round up” their purchase price to generate revenue for the Byway.

Byway Administration

Encourage Byway Chambers of Commerce, museums, outdoor recreation interests, environmental groups and the business community to have a representative on the Byway Committee or to be available in an advisory capacity.

Create a Youth Advisory Council.

Explore the possibility of having a college or high school provide students for internet technical support and possibly website development and maintenance and social media use.

Appendix 2: Existing and Potential Partners

The partners most likely to be involved with Byway Action Items are listed throughout this CMP and in the table below. The table also includes additional entities that may be a resource for the Byway.

A--L	M--Z
<p>Amache National Historic Site</p> <p>Amtrak</p> <p>Archaeology clubs</p> <p>Artists and artisans</p> <p>Astronomy clubs</p> <p>Audubon Society chapters</p> <p>Bent County</p> <p>Bent County Development Foundation</p> <p>Bent County Historical Society</p> <p>Bent's Fort Chapter of the SFTA</p> <p>Bent's Old Fort National Historic Site</p> <p>Big Timbers Museum</p> <p>Birding clubs</p> <p>Boggsville Historic Site</p> <p>Cell phone service providers</p> <p>Chambers of Commerce</p> <p>City and county historic preservation groups</p> <p>City of La Junta</p> <p>City of Lamar</p> <p>City of Las Animas</p> <p>City of Trinidad</p> <p>Colorado Agritourism Association</p> <p>Colorado Archaeological Society</p> <p>Colorado Department of Transportation</p> <p>Colorado Natural Heritage Program</p> <p>Colorado Parks and Wildlife</p> <p>Colorado Preservation, Inc.</p> <p>Colorado Tourism Office</p> <p>Colorado Welcome Centers</p> <p>Corazon de Trinidad Historic Main Street</p> <p>Cycling clubs</p> <p>Dark Skies Colorado</p> <p>Energy companies</p> <p>Equestrian clubs</p> <p>Fishers Peak State Park</p> <p>Friends of Historic Trinidad</p> <p>Geocaching clubs</p>	<p>Motorcycle clubs</p> <p>National Park Service</p> <p>National Scenic Byway Foundation</p> <p>Natural Resource Conservation Service</p> <p>Nature and wildlife conservation organizations</p> <p>Nature-related clubs</p> <p>Organizers of cultural events</p> <p>Otero College</p> <p>Otero County</p> <p>Otero County Historic Preservation Board</p> <p>Otero Museum</p> <p>Outdoor recreation clubs</p> <p>Palmer Land Trust</p> <p>Preserve America Youth Summits</p> <p>Private campgrounds</p> <p>Private land owners</p> <p>Prowers County</p> <p>Prowers County Historical Society</p> <p>Prowers Economic Prosperity</p> <p>Recreation groups/clubs</p> <p>Restaurants</p> <p>Retailers/merchants</p> <p>RV clubs</p> <p>Southeast Business Retention, Expansion and Attraction</p> <p>Southeast Colorado Economic Development Zone</p> <p>The Daughters of the American Revolution</p> <p>The media (local, regional, Front Range)</p> <p>The Santa Fe Trail Association</p> <p>Town of Granada</p> <p>Town of Holly</p> <p>Travel writers and bloggers</p> <p>Trinidad Historic Preservation Commission</p> <p>Trinidad Historical Society</p> <p>Trinidad History Museum</p> <p>Trinidad Lake State Park</p>

<p>Great Outdoors Colorado Guides and outfitters History clubs and groups History Colorado Holly Commercial Club John H. Rawlings Heritage Center John Martin Reservoir State Park Koshare Museum La Junta Chamber of Commerce Lamar Chamber of Commerce Lamar Community College Las Animas County Las Animas/Bent County Chamber of Commerce Local media, writers and bloggers Lodging establishments Lodging tax boards Louden-Henritze Archaeology Museum</p>	<p>Trinidad State College Trinidad Tourism Board Trinidad/Las Animas County Economic Development, Inc. Trinidad-Las Animas County Chamber of Commerce U.S Department of Defense U.S. Army Corps of Engineers U.S. Forest Service Western art museums Wind farms Xcel Energy Youth organizations</p>
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Appendix 3: Byway Committee Survey Results

2022 Santa Fe Trail Byway Committee Survey

November, 2022

This summary is a compilation of responses received from Santa Fe Trail Byway Committee members. The survey was intended to:

- Obtain preliminary information on the Byway and its management
- Provide initial lists of prioritized management strategies, products and services
- Identify topics/issues that need additional data collection and/or discussion
- Identify areas of Committee agreement and disagreement (needing reconciling).

Reconciling areas of disagreement and determining Byway management priorities should be based, not only on this summary, but on additional information obtained from key stakeholders and the broader public.

Section 1

1. What are the most important attributes or qualities of the byway?

Communities

Historic sites

History

Heritage

It links many of the historic sites in SE Colorado

Historic remains of the Santa Fe Trail in areas not extremely altered from the Trail's historic era

Gives visitors an experience similar to what they would have seen in the 1800s.

2. What are the three most important sites in the byway Corridor?

Bents Old Fort (4)

Trinidad History Museum (2)

Boggsville (2)

Comanche National Grassland

Comanche National Grassland trail remnants/sites

John Martin Reservoir

Sand Creek Massacre site

Possibly Amache in the future

3. What are the three most important activities in the byway Corridor?

History exploration (2)

Visiting heritage sites

Seeing track ruts

Attending living history/heritage-based events

Santa Fe Trail celebrations in Las Animas, Trinidad, Boggsville and Bent's Old Fort

Hiking/cycling/auto-touring the Trail route (2)

Comanche Grasslands

Tarantulas

4. What have been the most significant changes to the byway in the last ten years?

Increased traffic along the route
Continued development/establishment of heritage sites
Community changes due to pandemic and economic factors
More Santa Fe Trail signage obtained (NPS) and installed (Bent's Fort Chapter, CDOT)
Everything is more dilapidated. Exhibits need to be replaced with updated material.
Putting the Byway under the C&P umbrella

5. What are the most important issues or conditions currently affecting the byway?

Increasing traffic on the route (especially Hwy. 50)
Economic development in communities (both positive & negative)
Everything is more dilapidated. Exhibits need to be replaced with updated material.
Lack of an up-to-date Corridor Management plan with CURRENT data/conditions
Communication towers (cell phone, railroad)
Wind farms
U.S. Army low-level aviation training flights
Funding
Sustainability
Lack of personal capacity

6. What might be the most important issues or conditions affecting the byway in the next ten years?

Continued economic development efforts
Plans for highways
Promotion of responsible visitation to the byway
Electrification of trails and highways
Communication towers
Wind farms
Expansion of the U.S. Army Pinon Canyon Maneuver Site
The lack of caring about how a house, a yard, a community looks (dilapidated buildings, abandoned cars).
Lack of infrastructure for increased travel.

7. What are the three most important things for the byway to do in the next three years?

Coordinate efforts between Byway communities and organizations
Promote Byway resources to responsible visitors
Determine signage status, needs, etc. for replacement or additions
Replace Santa Fe Trail Byway kiosks
Install Charging Stations
Make SFT Byway more visible at events along the trail.
Come up with a cohesive plan, get buy-in from communities, develop specific annual goals in support of the plan
Finalize the Corridor management plan
Prioritize the plan
Apply for grants/additional funding for projects within the plan

8. What are the significant obstacles to accomplishing #7 above?

Funding (3)
Different organizations may have different goals
The wide area covered by the Byway
Volunteer manpower
Personal capacity of the SFT committee and Board of C&P
Getting community buy-in

9. What do you most need this CMP update to do for you or for the byway?

- Establish connections between Byway communities/organizations
- Update our data sets
- Set a plan for the next 10 years
- Create a feasible plan with specific projects and goals
- Identify potential funding sources/partners
- Increase the visibility of the Byway
- Open the way for a visitor contact station in La Junta

Section 2

Byway Theme Statement

The theme statement is a single sentence that captures the essence of the byway. It helps define the byway and establish its character and is the foundation for making decisions on interpreting and marketing the byway. All interpretation and marketing must reflect and support the byway theme. While the theme is usually not directly conveyed to the byway traveler, it is the umbrella under which all interpretive topics, sites, materials and activities as well as all marketing strategies and materials must fit. The theme should not be confused with marketing tag lines or slogans, which may be developed from the theme, and are intended to target specific audiences and activities. The byway theme adopted in the 2017 CMP is:

The Santa Fe Trail Scenic and Historic Byway generally follows the route of the historic Santa Fe Trail, a major trade route between the U.S. and Mexico that fostered a cultural exchange between the two countries that still exists today.

(YES or NO) Is this still an appropriate theme statement for the byway?

Yes (2)

It is okay. But I would support a change.

No

If NO, please suggest a new, one-sentence theme statement or provide some key words that should be incorporated into a new theme statement.

The Santa Fe Trail Byway, which follows the path of an important historic trade route between the U.S. and Mexico, connects communities and cultures along the route today, just as the original trail did in the past.

Explore the historic route of the Santa Fe Trail to learn its role in opening the West to trade and commerce among many diverse cultures.

Section 3

How do you feel about each of the following strategies for the byway and byway Corridor?

Most Strongly Supported Strategies

- Increase use by night sky viewers
- Increase use by artists
- Increase use by birders/nature enthusiasts
- Increase history-based tours
- Increase culture-based tours

Responses

Strategy	Strongly Support	Support	Neutral	Oppose	Strongly Oppose
Increase the number of cars		2	2		
Increase the number of RVs	1	1	2		
Increase the number of motorcycles		1	2	1	
Increase the number of bicycles	2	2			
Increase the number of school buses		4			
Increase the number of tour/commercial buses	2	2			
Increase use by hikers/runners	2	2			
Increase use by equestrians	1	1	2		
Increase use by tent campers	1	3			
Increase use by anglers	1	2	1		
Increase use hunters	1	1	2		
Increase use by birders/nature enthusiasts	3	1			
Increase use by boaters	1	2	1		
Increase use by recreational drone operators	1			2	1
Increase use by night sky viewers	4				
Increase use by artists (photographers, painters, writers, musicians)	4				
Increase history-based tours	3	1			
Increase agriculture-based tours	1	3			
Increase culture-based tours	3	1			
Increase nature/natural resources-based tours	2	1			

Weighted Responses

Strategy	Strongly Support 3 pts.	Support 2 pts.	Neutral 1 pt.	Oppose -1 pt.	Strongly Oppose -2 pts.	Total Score
Increase the number of cars		2	2			5
Increase the number of RVs	1	1	2			7
Increase the number of motorcycles		1	2	1		3
Increase the number of bicycles	2	2				10
Increase the number of school buses		4				8
Increase the number of tour/commercial buses	2	2				10
Increase use by hikers/runners	2	2				10
Increase use by equestrians	1	1	2			7
Increase use by tent campers	1	3				7
Increase use by anglers	1	2	1			8
Increase use by hunters	1	1	2			7
Increase use by birders/nature enthusiasts	3	1				11

Increase use by boaters	1	2	1			8
Increase use by recreational drone operators	1			2	1	0
Increase use by night sky viewers	4					12
Increase use by artists (photographers, painters, writers, musicians)	4					12
Increase history-based tours	3	1				11
Increase agriculture-based tours	1	3				9
Increase culture-based tours	3	1				11
Increase nature/natural resources-based tours	2	1				8

1. What is needed to support increased visitation?

More tourist related businesses/services in local communities (unique lodging, shopping and restaurants);
 More hotels
 Higher quality experience
 Living history or other events along the Byway
 Guide services
 More signage/interpretation
 Improved interpretation (kiosks, virtual and self-guided tours)
 More social media presence
 Better branding
 Signs
 Funding
 Promotion
 Information (brochures, website, hours, locations).

2. What is needed to improve the visitor experience?

More signage/interpretation both on the ground and on-line.
 Guide services
 Lodging, shopping and dining
 Upgrades to Byway heritage sites (visitor center at Boggsville, Bent's Fort; community visitor center in La Junta)
 Increased public awareness of the Byway
 Fewer, but better events
 More out of the box thinking, like the art event that brought in graffiti artists
 Higher quality items/merchandise should be available at events
 More immersive experiences at events
 Information for camping, anglers, boaters

Section 4

Prioritize each of the following products or services in terms of their importance to the byway and byway communities.

Highest Priority Products/Services

- Repair existing interpretive signs/kiosks
- Reprint existing brochures and literature
- Conduct marketing/advertising: Santa Fe Trail states
- Increase/improve the byway's internet and social media presence
- Install electric car charging stations

Weighted Responses

Product or Service	Priority			Total
	High 2 pts.	Med 1 pt.	Low 0 pts.	
1. Maintain or upgrade existing pullouts/scenic overlooks	2	1	1	5
2. Create new pullouts/scenic overlooks	1	1	2	3
3. Repair existing interpretive signs/kiosks	4			8
4. Create new interpretive signs/kiosks	3	1		7
5. Reprint existing brochures and other literature	4			8
6. Create new brochures and other literature	2	1	1	6
7. Repair existing exhibits/displays in local museums and information centers	1	1	1	3
8. Create new exhibits/displays for local museums and information centers	1	1	1	3
9. Establish a consolidated Byway information center	2	1	1	5
10. Conduct marketing/advertising: Local/Regional	3	1		7
11. Conduct marketing/advertising: State-wide	3			6
12. Conduct marketing/advertising: Santa Fe Trail states	4			8
13. Conduct marketing/advertising: National	1	3		5
14. Conduct marketing/advertising: International	1	2	1	4
15. Provide training on the byway to front line hospitality personnel	3	1		7
16. Provide subsidies to businesses that offer discounts to byway travelers	1		3	2
17. Coordinate marketing, literature, tours and other activities with other SFT states	3	1		7
18. Increase/improve the byway's internet and social media presence	4			8
19. Create self-guided byway tours/itineraries	1	2	1	4
20. Have a presence at community events and activities	1	2	1	4

21. Purchase/lease and equip a small van to be a mobile byway "information center"	1		3	2
22. Create a paid position to develop, coordinate and market the byway and byway activities	1	1	2	3
23. Install electric car charging stations	4			8
24. Other(s) Please provide and rate additional priorities				

Full Responses

Product or Service	Priority			Comment
	High	Med.	Low	
1. Maintain or upgrade existing pullouts/scenic overlooks	2	1	1	
2. Create new pullouts/scenic overlooks (If High or Med priority, please identify location[s])	1	1	2	
3. Repair existing interpretive signs/kiosks	4			
4. Create new interpretive signs/kiosks (If High or Med priority, please identify location[s])	3	1		La Junta area At the new visitor contact station
5. Reprint existing brochures and other literature	4			We need just one good brochure Maybe not reprint but update for digital
6. Create new brochures and other literature (If High or Med priority, please identify topic[s])	2	1	1	Traveling the Santa Fe Trail Camping, night sky, outdoor recreation
7. Repair existing exhibits/displays in local museums and information centers	1	1	1	Inventory needed
8. Create new exhibits/displays for local museums and information centers	1	1	1	La Junta
9. Establish a consolidated Byway information center	2	1	1	State Info Centers in Trinidad and Lamar already exist In La Junta by the RR Tracks Digital not physical
10. Conduct marketing/advertising: Local/Regional	3	1		
11. Conduct marketing/advertising: State-wide	3			
12. Conduct marketing/advertising: Santa Fe Trail states	4			
13. Conduct marketing/advertising: National	1	3		
14. Conduct marketing/advertising: International	1	2	1	
15. Provide training on the byway to front line hospitality personnel	3	1		
16. Provide subsidies to businesses that offer discounts to byway travelers	1		3	How would this work?
17. Coordinate marketing, literature, tours and other activities with other SFT states	3	1		And National Scenic Byways Foundation and Santa Fe Trail Association

18. Increase/improve the byway's internet and social media presence	4			Very high. On-line presence as required by CO Scenic Byways program.
19. Create self-guided byway tours/itineraries	1	2	1	Some itineraries already exist on CTO site.
20. Have a presence at community events and activities	1	2	1	Would be great; but have limited personnel
21. Purchase/lease and equip a small van to be a mobile byway "information center"	1		3	
22. Create a paid position to develop, coordinate and market the byway and byway activities	1	1	2	This would be great – but where does the money come from? We should make use of existing sources Part of C&P
23. Install electric car charging stations Note: The Byway was certified Electric in February, 2023.	4			Already in progress. Site going in at Lamar will join stations in La Junta and Trinidad to allow the byway to be certified "electric."
24. Other(s) Please provide and rate additional priorities				

Section 5

Other than SFT Byway Committee members, who should be asked to complete this survey?

USFS
 CDOT
 NPS
 City and county governments
 Tourism-related Byway businesses (lodging, retail, restaurants)
 The Santa Fe Trail Association Manager, Joanne VanCoevern
 Businesses immediately along the Byway
 Chambers of Commerce
 C&P Board members
 Employees at some of the key attractions on the Byway.

Additional thoughts/comments

Boy, this sure looks like there is an overwhelming amount of work ahead!
 This survey caused me to be hopeful in the future of the Byway.

Appendix 4: Public Meetings Summary

Santa Fe Trail Scenic and Historic Byway Corridor Management Plan Update Public Meeting Summary

1. Public Involvement

As part of the process of updating the Corridor Management Plan for the Santa Fe Trail Scenic and Historic Byway, public meetings were held in the Byway Corridor's three largest cities, Lamar, La Junta and Trinidad. A total of nineteen people attended the three public meetings. Note: In this Summary, "Byway" refers to the Santa Fe Trail Scenic and Historic Byway.

Attendee	Affiliation	Residence
Tim Alvarez	President, Otero College	La Junta
Larry Bourne	President, Bent's Fort Chapter, Santa Fe Trail Association	Las Animas
Pam Denahy	Director of Tourism, City of La Junta and Byway Committee member	La Junta
Teresa Garcia	Bent County Historical Society	Las Animas
Marty Hackett	Tourism and Welcome Center Manager, City of Trinidad and Byway Committee member	Trinidad
LaDonna Hutton	Vice President, Bent's Fort Chapter of the Santa Fe Trail Association and Byway Committee member	Rocky Ford
Norman Kincaid		Rocky Ford
Rick Klein	City Manager, City of La Junta	La Junta
Al Melton	Director, Trinidad History Museum	Trinidad
Sandy Milenski	Bent County Historical Society	Las Animas
Pat Palmer	Southeast Colorado heritage tour guide	Prowers County
Steve Ruger	City Manager, City of Trinidad	Trinidad
Cheryl Sanchez	Director, Prowers Economic Prosperity and Canyons & Plains Board of Directors	Baca County
Mike Sexton		Aguilar
Leslie Stagner	Director, Lamar Welcome Center	Lamar
Kathleen Tomlin	Director, J.W. Rawlings Heritage Center and Bent County Historical Society	Las Animas
Edward Vela	La Junta City Council	La Junta
Rick Wallner	Board President, Canyons & Plains and Byway Committee member	La Junta
Stuart West	Superintendent, National Park Service High Plains Group and Byway Committee member	La Junta

2. Attendee Knowledge of the Byway

While some meeting attendees assessed their knowledge of the Byway as being “High”, most felt they had “A Little” to “Some” knowledge of the Byway. Attendees gained their knowledge of the Byway from a variety of sources, including:

- Personal interest in doing research, particularly history research
- Personal interest in and passion for history
- Wanting to be better informed about the Byway and the area.
- Living in the area and hearing about the Santa Fe Trail
- Desire to see the Byway grow and gain support.
- Desire to “tell our stories” of the Byway’s and the region’s history and attributes.
- Personal interest in Byway and Canyons & Plains history.
- Desire to boost tourism and economic development
- Through being a Byway traveler and user
- Through the Santa Fe Trail Association, particularly the Bent’s Fort Chapter
- Colorado Welcome Centers
- History Colorado
- Apishapa Valley Historical Society Museum
- Family road trips growing up
- Personal travel on the Byway
- Studied the Santa Fe Trail in elementary and/or middle school
- Through a book written by a Santa Fe Trail teamster
- At local history museums

3. Community Knowledge of the Byway

Most attendees assessed community knowledge of the Byway as “Little” to “None”. Attendees thought there is a general lack of knowledge of and appreciation for what southeast Colorado has to offer, and that this extends to the Byway. In addition, it was felt that frontline hospitality workers are not knowledgeable about the Byway and that many local residents (particularly youth) believe that “there is nothing to see or do” in their communities and in the Byway Corridor.

Sources of Local News and Information

- The Santa Fe Trail Association newsletter
- The Lamar Ledger
- The Prowers Journal
- The Chronicle (Trinidad newspaper)
- Radio (Thought to be ineffective, particularly for targeting youth.)
- Social media, particularly, Pod casts, Snapchat, Facebook, TikTok, Instagram and YouTube
- Apishapa Valley Historical Society Newsletter
- Bulletin boards in Post Offices and other community gathering places
- Word of mouth

Additional Ways Byway Sites Have Been Promoted

- Targeted USPS mailings (Trinidad History Museum)
- Email blasts, including a 2021 Santa Fe Trail symposium follow up email
- Chamber After Hours events
- Civic group and club meetings, e.g., Rotary, Lions, Oddfellows, Elks
- Fliers distributed in schools and on Main Street in Trinidad
- On-line presence at canyons&plains.org and Colorado.com
- Santa Fe Trail itineraries
- Life Chronicles art work on display at meetings

4. Byway User Type Preferences

Attendees were asked to determine if they would like to see more, less, or the same amount of visitation to and use of the Byway by certain user types. Included in this section, is a comparison of the top user type preferences of attendee and Committee members (obtained in a separate survey). Note: Some attendees did not “vote” on all user types, particularly if they did not feel knowledgeable about the user type.

Would you like to see MORE, LESS or the SAME amount of use of the Byway by	A Lot More Use	More Use	The Same Amount of Use	Less Use	A lot Less Use
1. Cars	5	2	6		
2. RVs	5	10	3		
3. Motorcycles	3	7	7		
4. Bicycles	7	9	2		
5. School groups	14	3			
6. Tour/commercial groups	12	6			
7. Hikers	9	7	3		
8. Equestrians	6	10	1		
9. Tent campers	10	4	5		
10. Anglers	10	5	2		
11. Hunters	6	7	3		1
12. Nature enthusiasts	16	3			
13. Boaters	6	7	4		
14. Drone operators	4	7	7		
15. Night sky viewers	14	5			
16. Artists (photographers, painters, writers, musicians)	17	3			

Weighted Responses

User Type	A Lot More Use 3 pts.	More Use 2 pts.	Same Amount of Use 1 pt.	Less Use -1 pt.	A Lot Less Use -2 pts.	Total Score
1. Cars	15	4	6			25
2. RVs	15	20	3			38
3. Motorcycles	9	14	7			30
4. Bicycles	21	18	2			41
5. School groups	42	6				48
6. Tour/commercial groups	36	12				48
7. Hikers	27	14	3			44
8. Equestrians	18	20	1			39
9. Tent campers	30	8	5			43
10. Anglers	30	10	2			42
11. Hunters	18	14	3		-2	33
12. Nature enthusiasts	48	6				54
13. Boaters	18	14	4			36
14. Drone operators	12	14	7			33
15. Night sky viewers	42	10				52
16. Artists (photographers, painters, writers, musicians)	51	6				56

User Types Most Supported by Attendees	User Types Most Supported by Byway Committee Members
<ol style="list-style-type: none"> Artists Nature enthusiasts Night sky viewers Tour/commercial groups School groups Hikers 	<ol style="list-style-type: none"> Night sky viewers Artists Nature enthusiasts Tour/commercial groups Hikers Bicycles

User Types Analysis

- Almost without exception, attendees wanted to see more use or the same amount of use by all user types.
- “Passive” users were generally preferred over mechanized or consumptive users (hunters, anglers)
- The user types most supported by attendees and Byway Committee members are identical with the exception of attendees supporting school groups and Committee members supporting bicycles.
- School groups, while seen as important, present logistical problems. Transportation can be a challenge and many families cannot afford field trip fees. Taking time away from the classroom and the core curriculum can also be problematic.

5. Byway Management Activity Priorities

Attendees were asked to prioritize various management activities that the Byway could consider undertaking. Included in this section is a comparison of the top management activity priorities of attendee and Committee members (obtained in a separate survey). Note: Some attendees did not “vote” on all activities, particularly if they did not feel knowledgeable about the activity.

Activity	Priority		
	High	Medium	Low
1. Maintain or upgrade existing pullouts/scenic overlooks	14		
2. Create new pullouts/scenic overlooks	9	5	
3. Repair existing interpretive signs/kiosks	5	1	2
4. Create new interpretive signs/kiosks	13	2	
5. Reprint existing brochures and other literature	2	4	7
6. Create new brochures and other literature	7	3	1
7. Repair existing exhibits/displays in local museums and information centers	5	7	2
8. Create new exhibits/displays for local museums and information centers	10	2	1
9. Establish a consolidated Byway information center	8	6	2
10. Conduct marketing/advertising: Local/Regional	11	5	
11. Conduct marketing/advertising: State-wide	11	2	
12. Conduct marketing/advertising: Santa Fe Trail states	13	2	
13. Conduct marketing/advertising: National	12	3	
14. Conduct marketing/advertising: International	9	3	1
15. Provide training on the byway to front line hospitality personnel	11	5	
16. Provide subsidies to businesses that offer discounts to byway travelers	5	3	1
17. Coordinate activities with other Santa Fe Trail states	7	7	
18. Increase/improve the byway's internet and social media presence	10	6	2
19. Create self-guided byway tours/itineraries	13	2	

20. Have a presence at community events and activities	1	3	10
21. Purchase/lease and equip a small van to be a mobile Byway "information center"	4	3	7
22. Create a paid position to develop, coordinate and market the Byway	3	3	8

Weighted Responses

Activity	Priority			Total
	High 2 pts.	Medium 1 pt.	Low 0 pts.	
1. Maintain or upgrade existing pullouts/scenic overlooks	28			28
2. Create new pullouts/scenic overlooks	18	5		23
3. Repair existing interpretive signs/kiosks	10	1	(2)	11
4. Create new interpretive signs/kiosks	26	2		28
5. Reprint existing brochures and other literature	4	4	(7)	8
6. Create new brochures and other literature	14	3	(1)	17
7. Repair existing exhibits/displays in local museums and information centers	10	7	(2)	17
8. Create new exhibits/displays for local museums and information centers	20	2	(1)	22
9. Establish a consolidated Byway information center	16	6	(2)	22
10. Conduct marketing/advertising: Local/Regional	22	5		27
11. Conduct marketing/advertising: State-wide	22	2		24
12. Conduct marketing/advertising: Santa Fe Trail states	26	2		28
13. Conduct marketing/advertising: National	24	3		27
14. Conduct marketing/advertising: International	18	3	(1)	21
15. Provide training on the byway to front line hospitality personnel	22	5		27
16. Provide subsidies to businesses that offer discounts to byway travelers	10	3	(1)	13
17. Coordinate activities with other Santa Fe Trail states	14	7		21
18. Increase/improve the byway's internet and social media presence	20	6	(2)	26
19. Create self-guided byway tours/itineraries	26	2		28
20. Have a presence at community events and activities	2	3	(10)	5
21. Purchase/lease and equip a small van to be a mobile Byway "information center"	8	3	(7)	11

22. Create a paid position to develop, coordinate and market the Byway	6	3	(8)	9
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Activities Most Supported by Attendees	Activities Most Supported by Byway Committee Members
1. Maintain or upgrade existing pullouts/scenic overlooks	1. Repair existing interpretive signs/kiosks
2. Create new interpretive signs/kiosks	2. Reprint existing brochures and literature
3. Conduct marketing/advertising: Santa Fe Trail states	3. Conduct marketing/advertising: Santa Fe Trail states
4. Create self-guided byway tours/itineraries	4. Increase/improve the byway's internet and social media presence
5. Conduct marketing/advertising: Local/Regional	5. Coordinate activities with other Santa Fe Trail states
6. Conduct marketing/advertising: National	6. Provide training on the byway to front line hospitality personnel
7. Provide training on the byway to front line hospitality personnel	7. Conduct marketing/advertising: Local/Regional
8. Increase/improve the byway's internet and social media presence	8. Create new interpretive signs/kiosks

Management Activities Analysis

- Marketing/advertising is a high priority, with either attendees or Committee members selecting all marketing/advertising targets except international.
- Creating new interpretive signs/kiosks are important to both attendees and Committee members, while repairing existing signs is more important to Committee members than attendees.
- Providing training to frontline personnel is seen as important but impractical due to the turnover rate of employees, the cost of paying employees to receive training and the impact on the business's operations while employees are in training.
- Internet and social media presence is considered to be important, which is consistent with the stated goal of attracting and engaging youth. Attendees considered creating self-guided byway tours/itineraries important, which is another use of the internet. Note: Canyons & Plains and Colorado.com have on-line itineraries.
- The relatively low priority given to having a presence at community events by both attendees and Committee members is inconsistent with both groups' goal of increasing local awareness of and support for the Byway.
- Attendees and Committee members do not consider creating a paid Byway administrator position a high priority, possibly due to the difficulty of funding such a position.
- Attendees and Committee members were also asked to prioritize installing electric car charging stations. Both groups expressed support, but their responses are not included here since the question is moot. Such stations have been installed and the Byway received Electric Byway certification in February, 2023.

6. Threats to the Byway

Attendees identified several things that could pose a threat to the Byway's intrinsic qualities, amenities and character.

- **Wind farms and turbines** are a visual intrusion on the landscape and incompatible with the Byway's 19th Century time period of historical significance. This intrusion would be especially impactful on areas of the Byway Corridor that have remained virtually unchanged since the time the Trail was in use. There is also a concern that the lights from these structures and facilities would be intrusive at night and could reduce dark sky opportunities. Night sky viewers were rated high as a preferred user type by both attendees and Committee members.) Turbines are also known to have a negative impact on birds. Birding is very popular in southeast Colorado and nature enthusiasts were rated high as a preferred user type by both attendees and Committee members. Note: Xcel Energy has demonstrated sensitivity to this issue in the past, altering their plans for transmission lines near Sand Creek Massacre and Amache National Historic Sites.
- **Certain types of development** may degrade the character and aesthetic of the Byway Corridor, particularly in areas and at locations with sensitive intrinsic qualities.
- **Climate change** may threaten some Byway intrinsic qualities and amenities (e.g., increased risk of wildfire; reduced water levels in reservoirs, creeks and rivers; changes to vegetation) and also exacerbate the problem of southeast Colorado being thought of as too hot and dry to visit.
- **Reduced use of personal vehicles**, including by young drivers, may reduce visitation to the Byway. If reduced personal vehicle use results in more use of public and commercial buses, Amtrak and other modes of transportation, the Byway will have to adapt, and possibly, develop infrastructure to accommodate such use. The proposed multi-modal center in La Junta could be an important feature for the Byway.
- **Stagnant wages** that cause youth to leave the region and make it difficult to attract and retain employees.
- A fear that **greatly increased visitation** will damage sensitive resources and jeopardize the Byway Corridor's intrinsic character.

7. Additional Public Comment

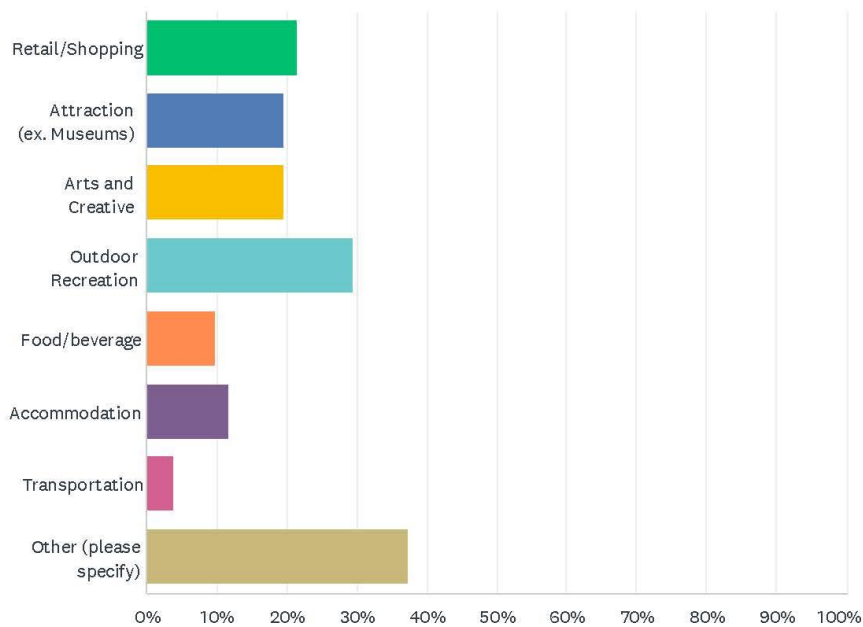
- The Byway is seen as generally having a positive effect on local communities.
- The Byway can be a tool to recruit students and employees.
- Otero College may be a resource for reaching youth, especially those interested in entrepreneurship
- The current generation of Byway supporters and leaders are aging, necessitating youth engagement and involvement.
- Brochures and printed materials are not as effective as they once were. Some content is outdated and older printed materials do not have QR codes or weblinks, which are critical mechanisms to direct readers to additional information.
- In the past, maps and placemats at restaurants were effective and may be useful now.
- Byway identification and directional signage is needed for travelers approaching Lamar from Springfield.
- Businesses in the Byway Corridor should consider Byway travelers when selecting merchandise to carry and setting their hours of operation (e.g., being open on weekends).

Appendix 5: Canyons & Plains Tourism Stakeholder Survey Results (2022)

Canyons & Plains Tourism Stakeholder Survey

Q1 What type of tourism-related business or organization are you? (Select all that apply)

Answered: 51 Skipped: 2

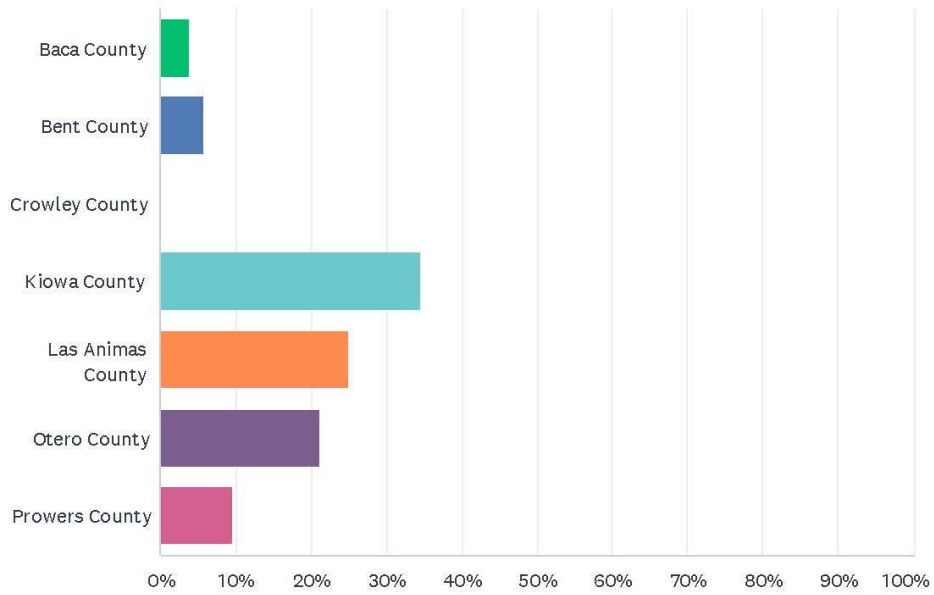


ANSWER CHOICES	RESPONSES
Retail/Shopping	21.57% 11
Attraction (ex. Museums)	19.61% 10
Arts and Creative	19.61% 10
Outdoor Recreation	29.41% 15
Food/beverage	9.80% 5
Accommodation	11.76% 6
Transportation	3.92% 2
Other (please specify)	37.25% 19
Total Respondents: 51	

Q2 Where is the business or organization located?

Answered: 52 Skipped: 1

Canyons & Plains Tourism Stakeholder Survey

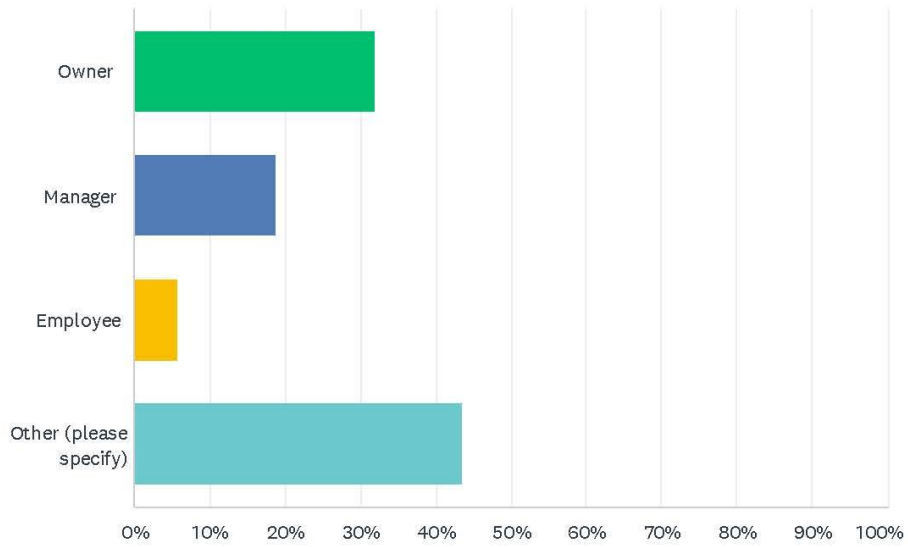


ANSWER CHOICES	RESPONSES
Baca County	3.85% 2
Bent County	5.77% 3
Crowley County	0.00% 0
Kiowa County	34.62% 18
Las Animas County	25.00% 13
Otero County	21.15% 11
Prowers County	9.62% 5
TOTAL	52

Q3 What is your job title?

Answered: 53 Skipped: 0

Canyons & Plains Tourism Stakeholder Survey

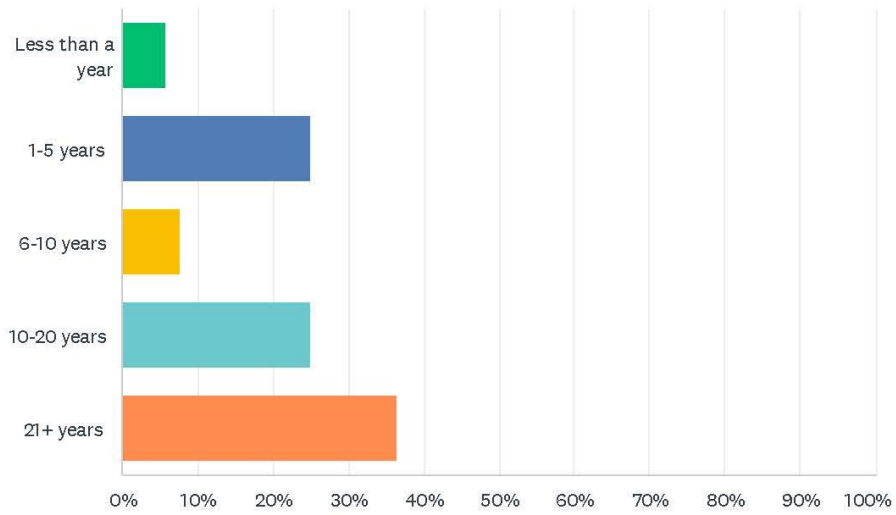


ANSWER CHOICES	RESPONSES	
Owner	32.08%	17
Manager	18.87%	10
Employee	5.66%	3
Other (please specify)	43.40%	23
TOTAL		53

Q4 How long have you been working in the Canyons & Plains region? (select one)

Answered: 52 Skipped: 1

Canyons & Plains Tourism Stakeholder Survey

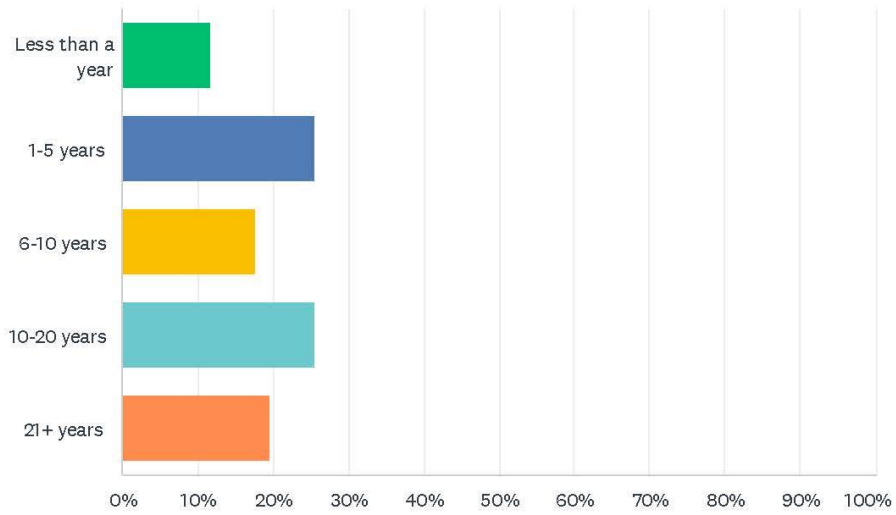


ANSWER CHOICES	RESPONSES
Less than a year	5.77% 3
1-5 years	25.00% 13
6-10 years	7.69% 4
10-20 years	25.00% 13
21+ years	36.54% 19
TOTAL	52

Q5 How long have you been working in the tourism industry? (select one)

Answered: 51 Skipped: 2

Canyons & Plains Tourism Stakeholder Survey

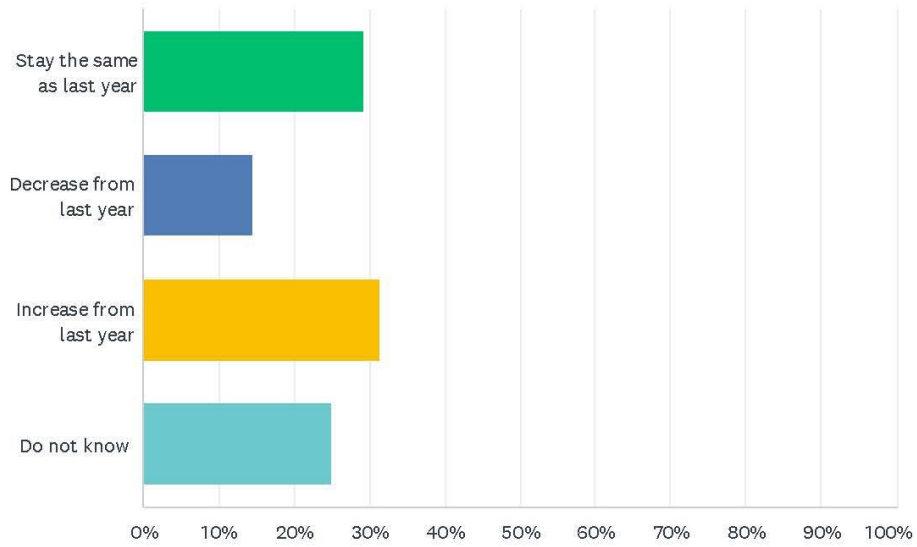


ANSWER CHOICES	RESPONSES
Less than a year	11.76% 6
1-5 years	25.49% 13
6-10 years	17.65% 9
10-20 years	25.49% 13
21+ years	19.61% 10
TOTAL	51

Q6 So far in 2022, have you observed visitation at your organization or business: (select one)

Answered: 48 Skipped: 5

Canyons & Plains Tourism Stakeholder Survey

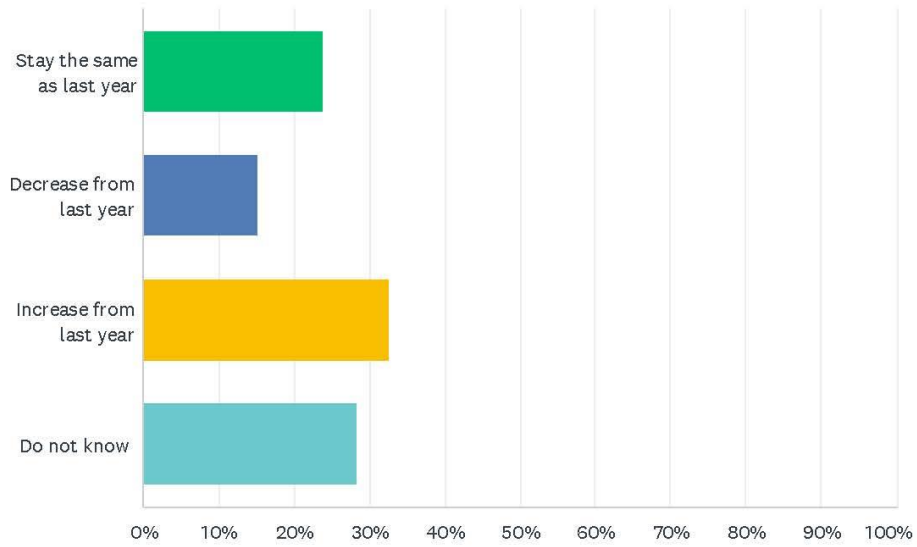


ANSWER CHOICES	RESPONSES	
Stay the same as last year	29.17%	14
Decrease from last year	14.58%	7
Increase from last year	31.25%	15
Do not know	25.00%	12
TOTAL		48

Q7 So far in 2022, have you observed revenue: (select one)

Answered: 46 Skipped: 7

Canyons & Plains Tourism Stakeholder Survey

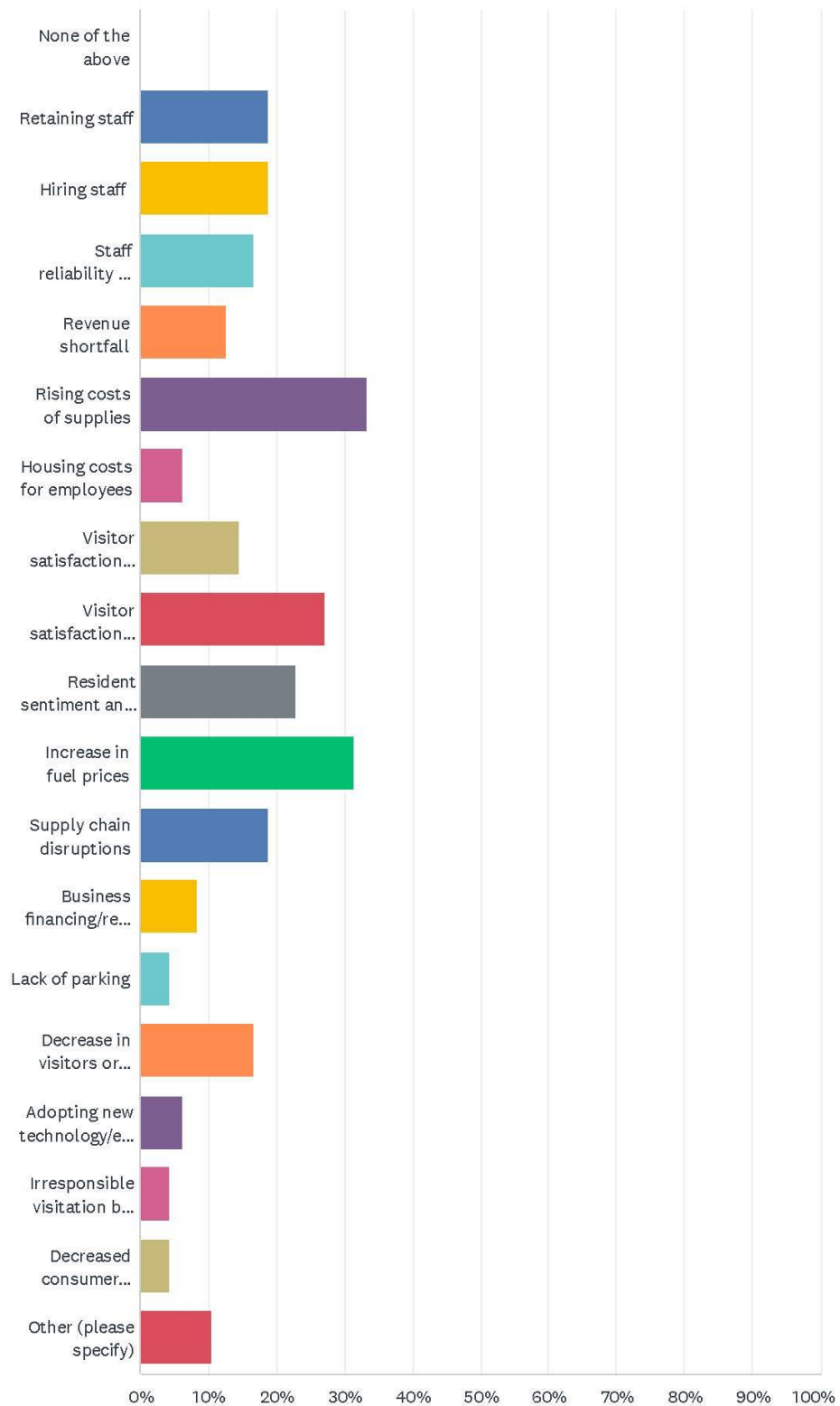


ANSWER CHOICES	RESPONSES
Stay the same as last year	23.91% 11
Decrease from last year	15.22% 7
Increase from last year	32.61% 15
Do not know	28.26% 13
TOTAL	46

Q8 Which of the following are concerns for your business or organization over the next 12 months? (select the top 3)

Answered: 48 Skipped: 5

Canyons & Plains Tourism Stakeholder Survey



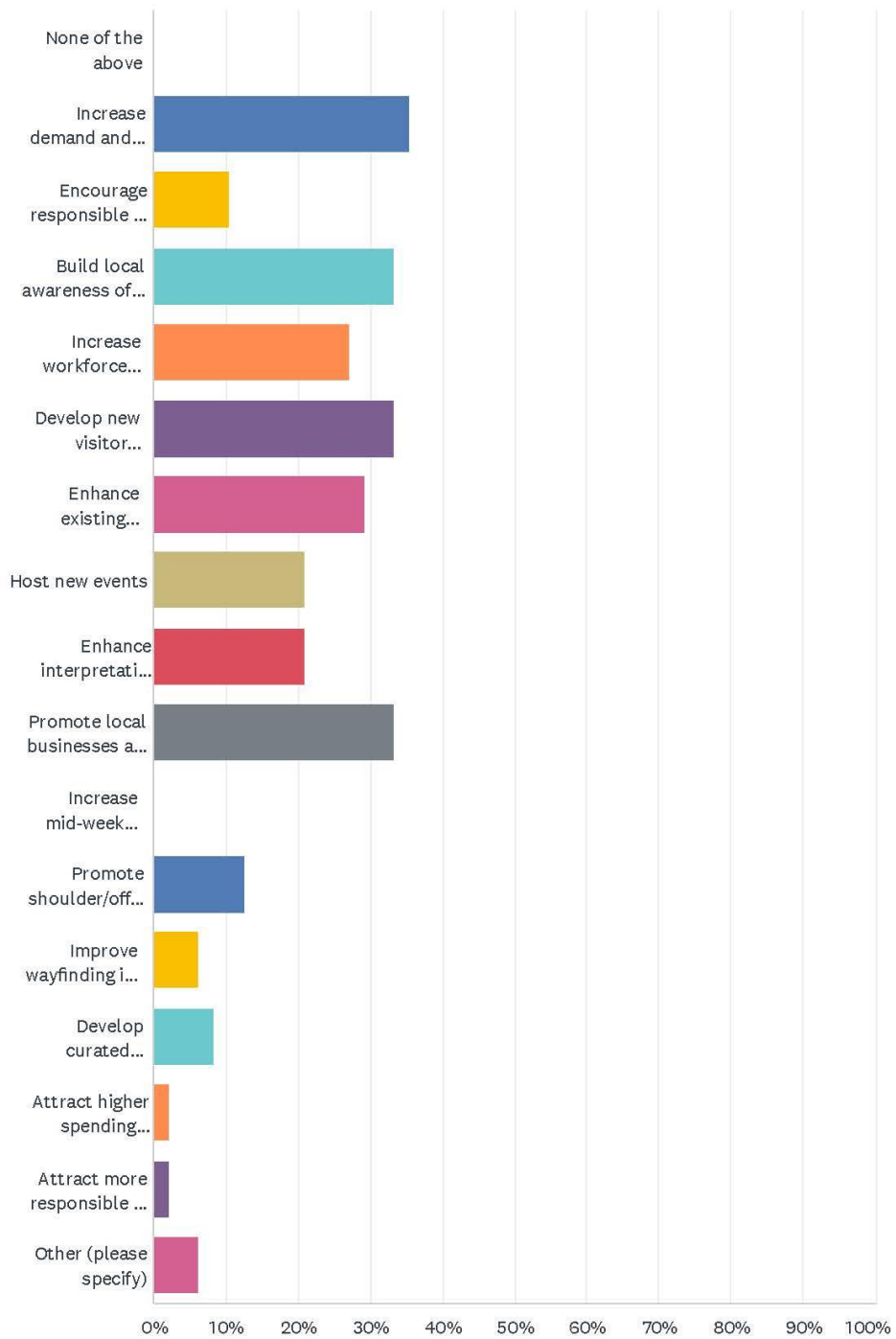
Canyons & Plains Tourism Stakeholder Survey

ANSWER CHOICES	RESPONSES	
None of the above	0.00%	0
Retaining staff	18.75%	9
Hiring staff	18.75%	9
Staff reliability and work ethic	16.67%	8
Revenue shortfall	12.50%	6
Rising costs of supplies	33.33%	16
Housing costs for employees	6.25%	3
Visitor satisfaction with your product or service	14.58%	7
Visitor satisfaction with local attractions	27.08%	13
Resident sentiment and attitude towards tourism	22.92%	11
Increase in fuel prices	31.25%	15
Supply chain disruptions	18.75%	9
Business financing/refinancing	8.33%	4
Lack of parking	4.17%	2
Decrease in visitors or business revenue	16.67%	8
Adopting new technology/e-commerce	6.25%	3
Irresponsible visitation by guests	4.17%	2
Decreased consumer economic confidence	4.17%	2
Other (please specify)	10.42%	5
Total Respondents: 48		

Q9 Please select the priorities below that you think should be pursued for the next 12 months. (select the top 3)

Answered: 48 Skipped: 5

Canyons & Plains Tourism Stakeholder Survey

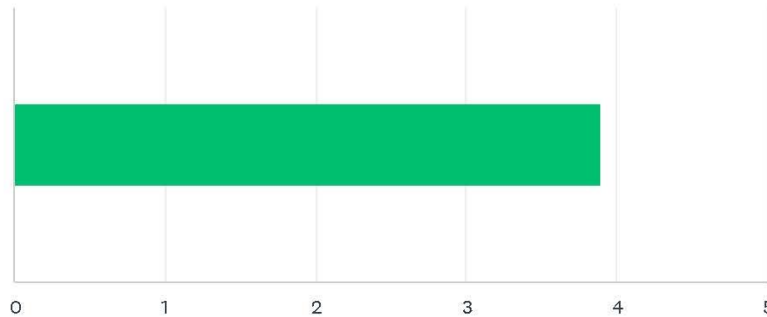


Canyons & Plains Tourism Stakeholder Survey

ANSWER CHOICES	RESPONSES	
None of the above	0.00%	0
Increase demand and visitation to the destination	35.42%	17
Encourage responsible and respectful use of the destination	10.42%	5
Build local awareness of the value of tourism	33.33%	16
Increase workforce development to meet the tourism industry's labor needs	27.08%	13
Develop new visitor experiences	33.33%	16
Enhance existing visitor experiences	29.17%	14
Host new events	20.83%	10
Enhance interpretation of local culture and history	20.83%	10
Promote local businesses and activities	33.33%	16
Increase mid-week visitation to the destination	0.00%	0
Promote shoulder/off-season visitation to the destination	12.50%	6
Improve wayfinding in the destination	6.25%	3
Develop curated experiences (attraction passes, brewery passports, etc.)	8.33%	4
Attract higher spending visitors	2.08%	1
Attract more responsible and respectful visitors	2.08%	1
Other (please specify)	6.25%	3
Total Respondents: 48		

Q10 I have a positive business outlook for the next 12 months

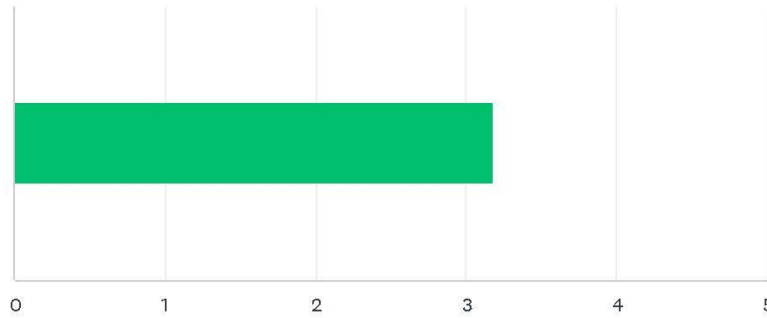
Answered: 44 Skipped: 9



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	4	171	44
Total Respondents: 44			

Q11 I have the right tools and resources to train and retain my workforce

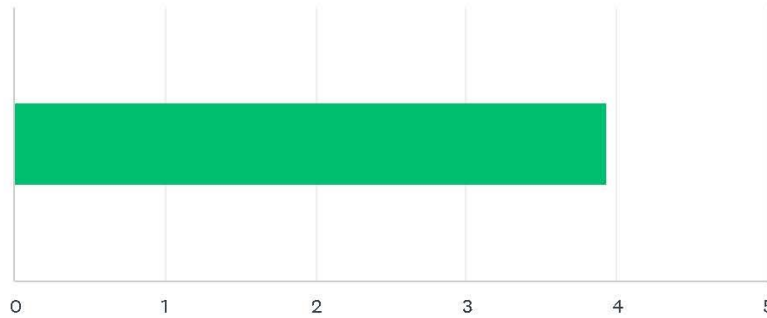
Answered: 46 Skipped: 7



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	3	146	46
Total Respondents: 46			

Q12 I would like to see more events hosted in Canyons & Plains

Answered: 46 Skipped: 7

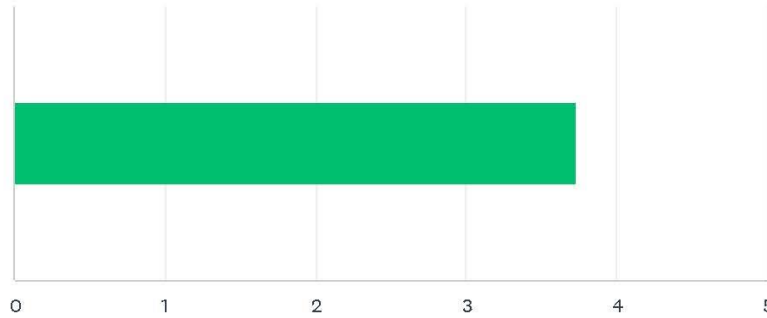


ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	4	181	46
Total Respondents: 46			

Q13 Tourism from in-state visitors is critical to the success of my organization

Answered: 45 Skipped: 8

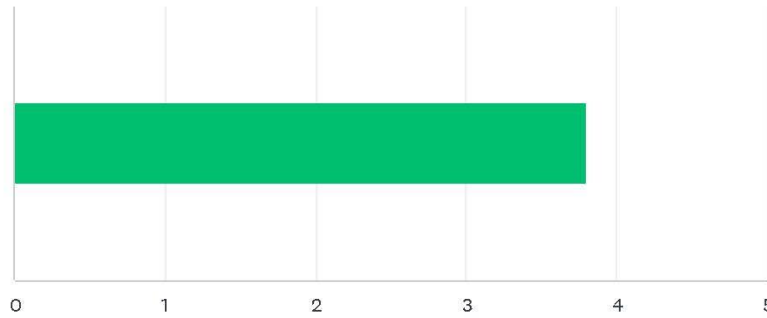
Canyons & Plains Tourism Stakeholder Survey



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
		4	168
Total Respondents: 45			45

Q14 Tourism from out-of-state visitors is critical to the success of my organization

Answered: 45 Skipped: 8

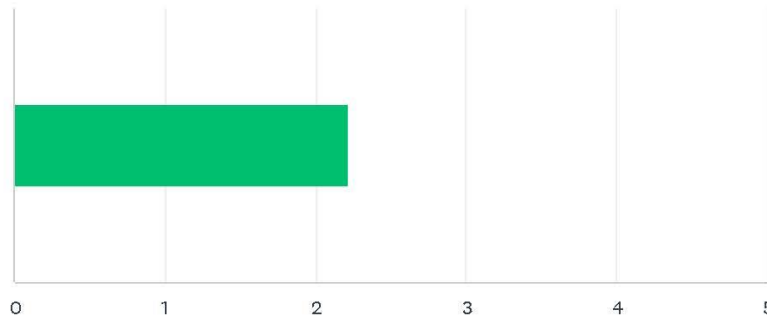


ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
		4	171
Total Respondents: 45			45

Q15 Tourism from international visitors is critical to the success of my organization

Answered: 45 Skipped: 8

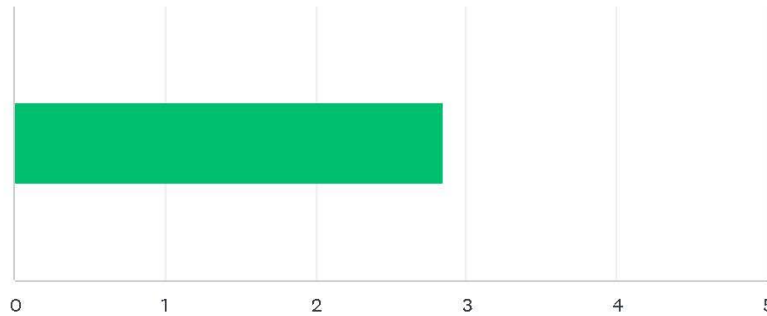
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ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	2	100	45
Total Respondents: 45			

Q16 Canyons & Plains Regional Heritage Taskforce is doing a good job at promoting tourism to Canyons & Plains

Answered: 45 Skipped: 8

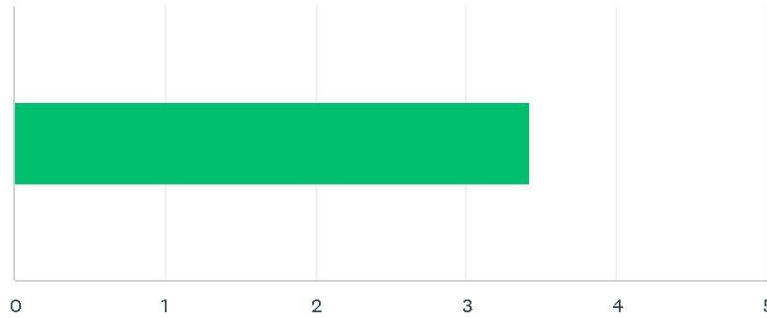


ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	3	128	45
Total Respondents: 45			

Q17 I enjoy being an ambassador for tourism attractions, products and activities in Canyons & Plains

Answered: 45 Skipped: 8

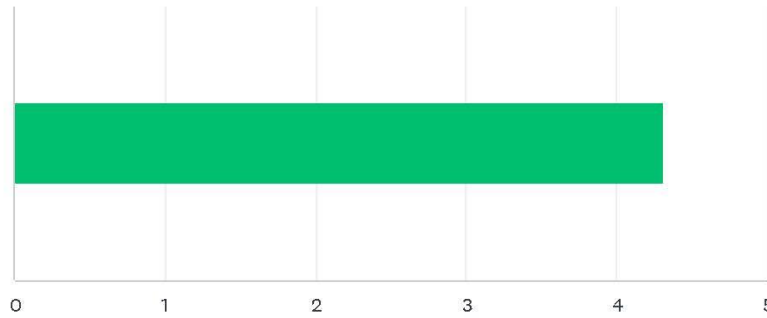
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ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	3	154	45
Total Respondents: 45			

Q18 I would like to see more visitors come to Canyons & Plains in the winter

Answered: 46 Skipped: 7

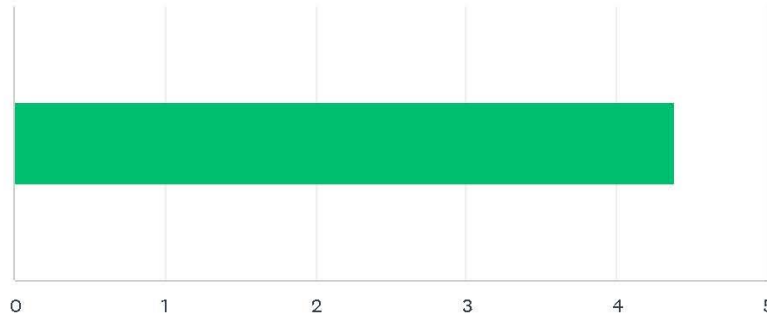


ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	4	198	46
Total Respondents: 46			

Q19 I would like to see more visitors come to Canyons & Plains in the spring

Answered: 47 Skipped: 6

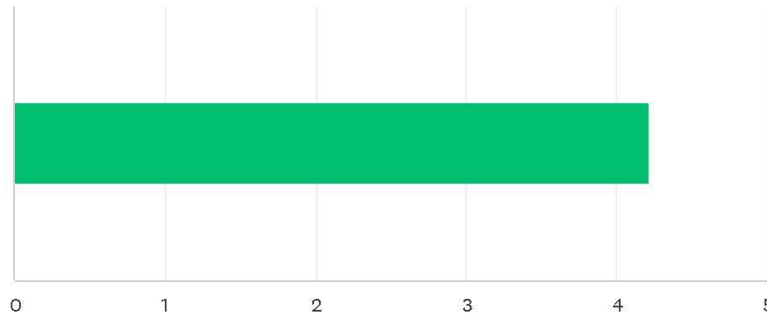
Canyons & Plains Tourism Stakeholder Survey



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	4	206	47
Total Respondents: 47			

Q20 I would like to see more visitors come to Canyons & Plains in the summer

Answered: 47 Skipped: 6

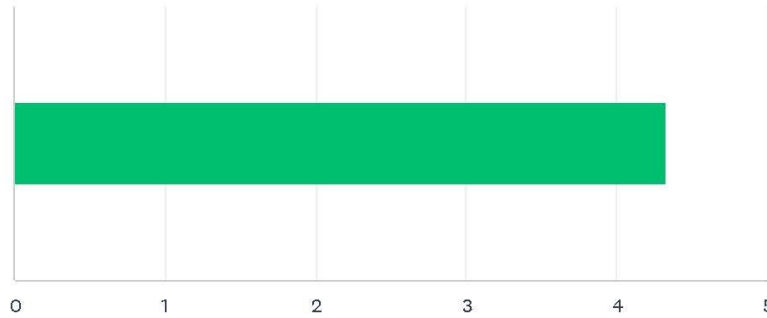


ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	4	198	47
Total Respondents: 47			

Q21 I would like to see more visitors come to Canyons & Plains in the fall

Answered: 45 Skipped: 8

Canyons & Plains Tourism Stakeholder Survey

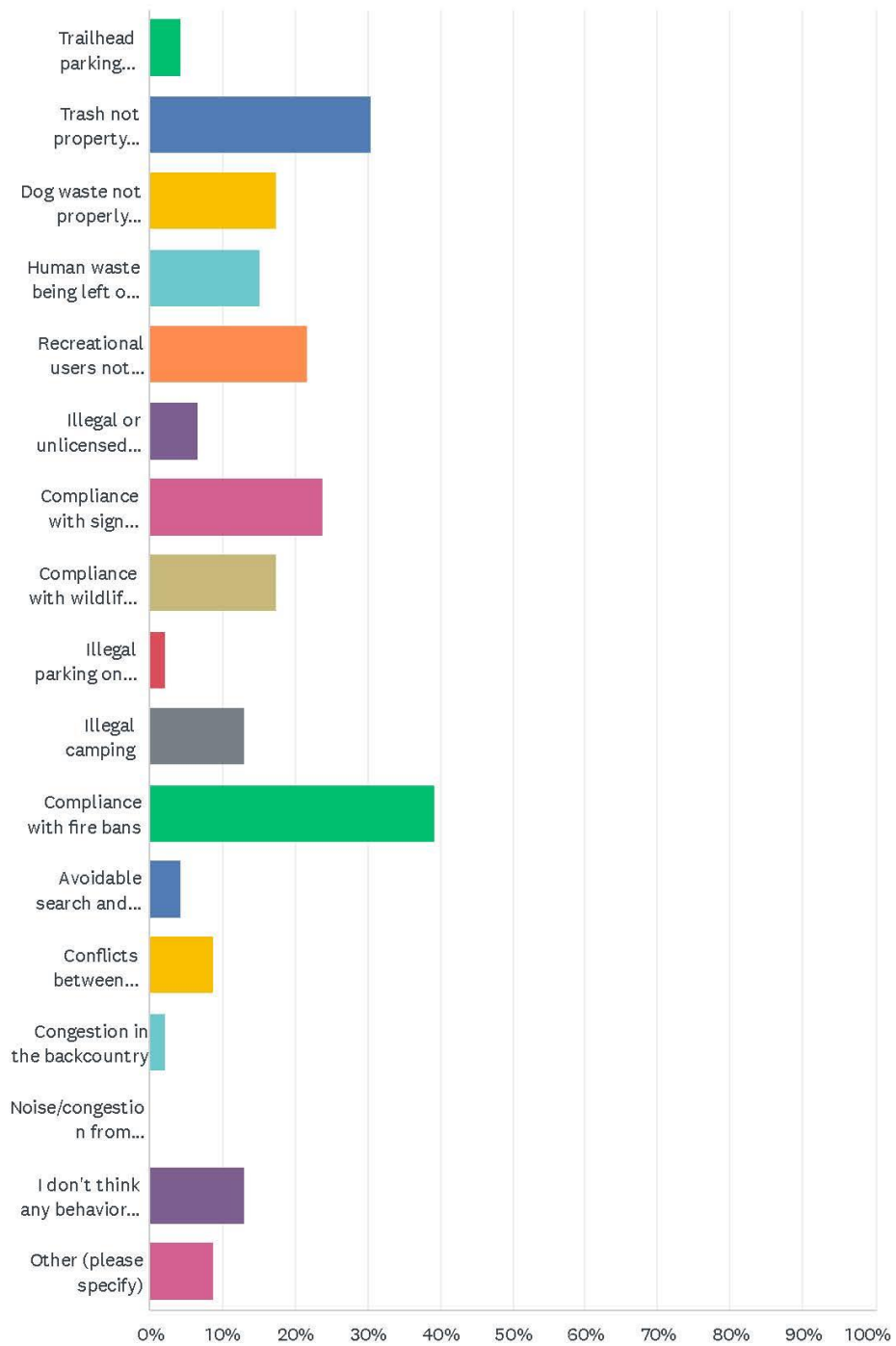


ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	4	195	45
Total Respondents: 45			

Q22 Please select the behaviors on public lands that you think should be addressed as priorities for the next 12 months. (select the top 3)

Answered: 46 Skipped: 7

Canyons & Plains Tourism Stakeholder Survey



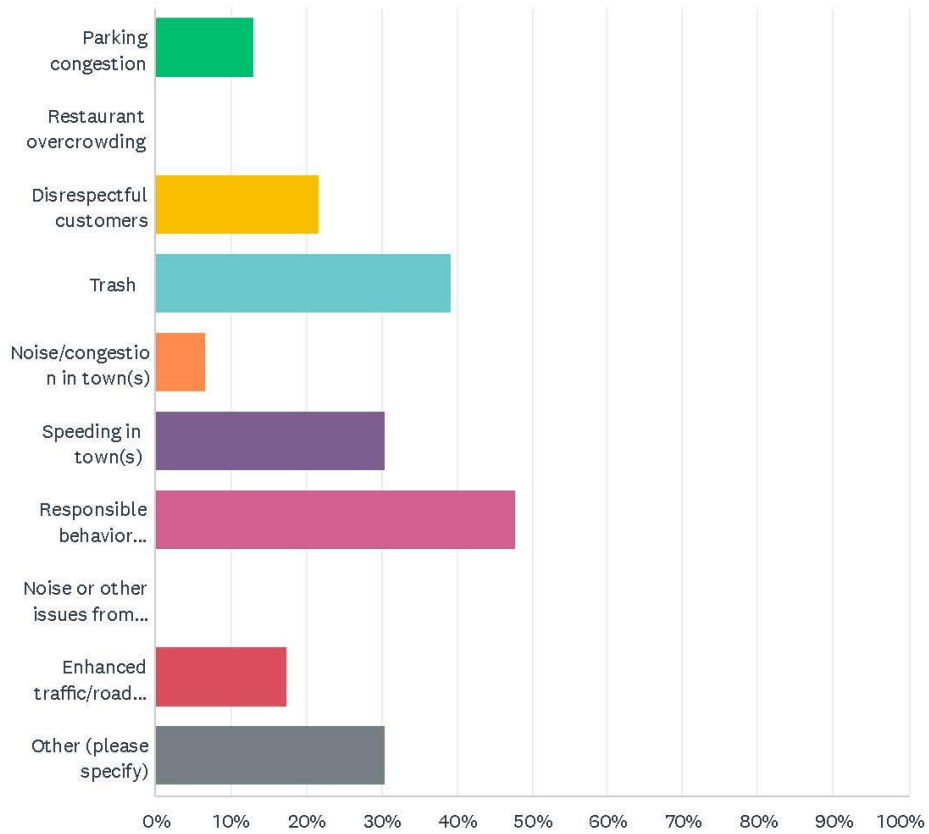
Canyons & Plains Tourism Stakeholder Survey

ANSWER CHOICES	RESPONSES	
Trailhead parking congestion	4.35%	2
Trash not property disposed of along trails/campsites	30.43%	14
Dog waste not properly disposed of along trails/campsites	17.39%	8
Human waste being left on trails and in campsites	15.22%	7
Recreational users not staying on trails/roads	21.74%	10
Illegal or unlicensed fishing and hunting	6.52%	3
Compliance with sign closes and closed gates	23.91%	11
Compliance with wildlife habitat preservation closures	17.39%	8
Illegal parking on streets adjacent to trailheads	2.17%	1
Illegal camping	13.04%	6
Compliance with fire bans	39.13%	18
Avoidable search and rescue calls	4.35%	2
Conflicts between different recreational user groups	8.70%	4
Congestion in the backcountry	2.17%	1
Noise/congestion from off-highway vehicles	0.00%	0
I don't think any behaviors on public lands should be addressed	13.04%	6
Other (please specify)	8.70%	4
Total Respondents: 46		

Q23 Please select the behaviors in your community that you think should be addressed as priorities for the next 12 months. (select the top 3)

Answered: 46 Skipped: 7

Canyons & Plains Tourism Stakeholder Survey

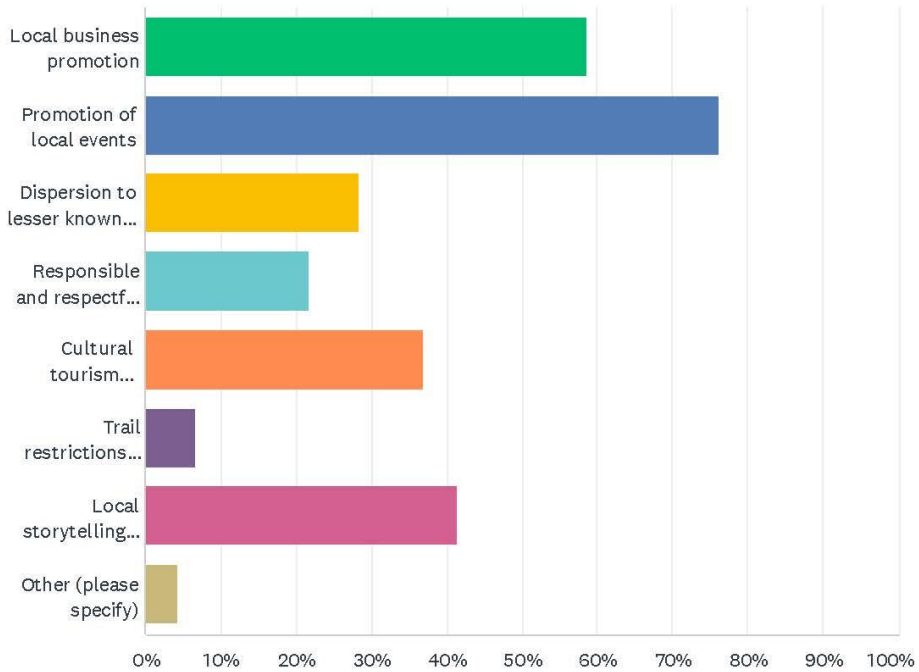


ANSWER CHOICES	RESPONSES	
Parking congestion	13.04%	6
Restaurant overcrowding	0.00%	0
Disrespectful customers	21.74%	10
Trash	39.13%	18
Noise/congestion in town(s)	6.52%	3
Speeding in town(s)	30.43%	14
Responsible behavior messaging and education at city or town parks	47.83%	22
Noise or other issues from short-term rental guests	0.00%	0
Enhanced traffic/road closure messaging	17.39%	8
Other (please specify)	30.43%	14
Total Respondents: 46		

Q24 Canyons & Plains Regional Heritage Task Force strives to keep the canyonsandplains.org website up-to-date and comprehensive. What

website elements are important to you? (select the top 3)

Answered: 46 Skipped: 7

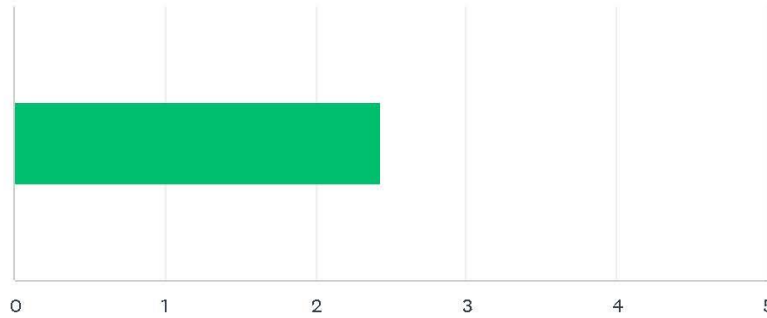


ANSWER CHOICES	RESPONSES
Local business promotion	58.70% 27
Promotion of local events	76.09% 35
Dispersion to lesser known sites, trails and attractions	28.26% 13
Responsible and respectful use messaging and education	21.74% 10
Cultural tourism storytelling and education	36.96% 17
Trail restrictions (e.g. seasonal closures)	6.52% 3
Local storytelling that highlights community character	41.30% 19
Other (please specify)	4.35% 2
Total Respondents: 46	

Q25 Stakeholder engagement and participation in tourism development

Answered: 44 Skipped: 9

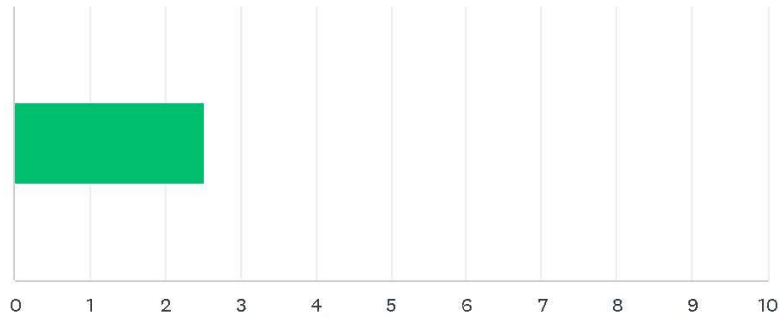
Canyons & Plains Tourism Stakeholder Survey



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	2	107	44
Total Respondents: 44			

Q26 Communicating the economic and social impacts of the local tourism industry

Answered: 42 Skipped: 11

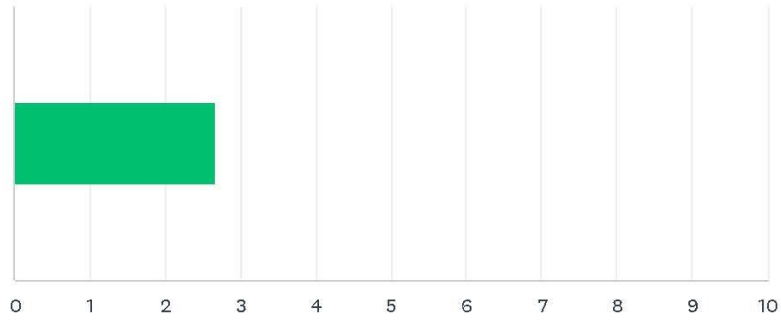


ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	3	106	42
Total Respondents: 42			

Q27 Promotion of local businesses and attractions

Answered: 44 Skipped: 9

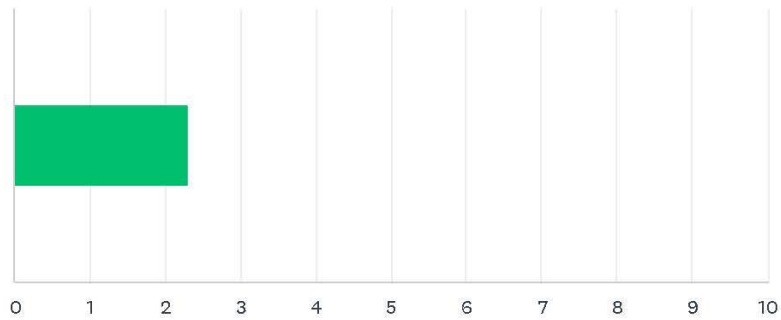
Canyons & Plains Tourism Stakeholder Survey



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	3	117	44
Total Respondents: 44			

Q28 Managing tourism

Answered: 42 Skipped: 11

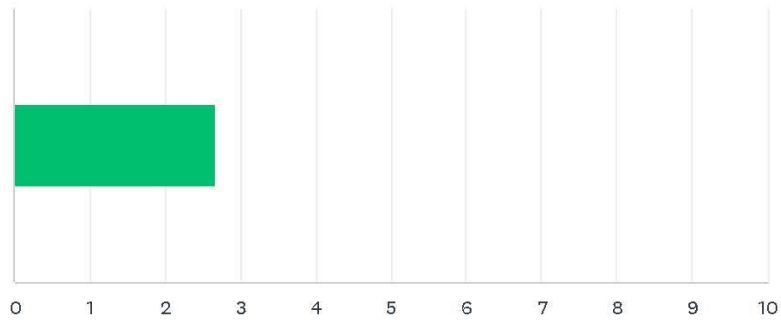


ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	2	97	42
Total Respondents: 42			

Q29 Marketing tourism

Answered: 44 Skipped: 9

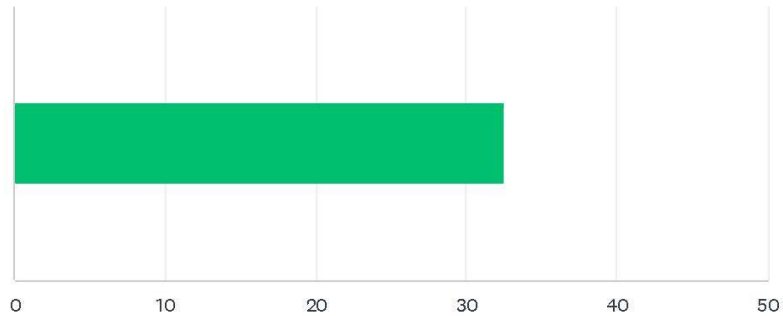
Canyons & Plains Tourism Stakeholder Survey



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	3	117	44
Total Respondents: 44			

Q30 On a scale from 1 (no knowledge) to 5 (very knowledgeable) how would you rate your knowledge of the Santa Fe Trail Byway?

Answered: 44 Skipped: 9

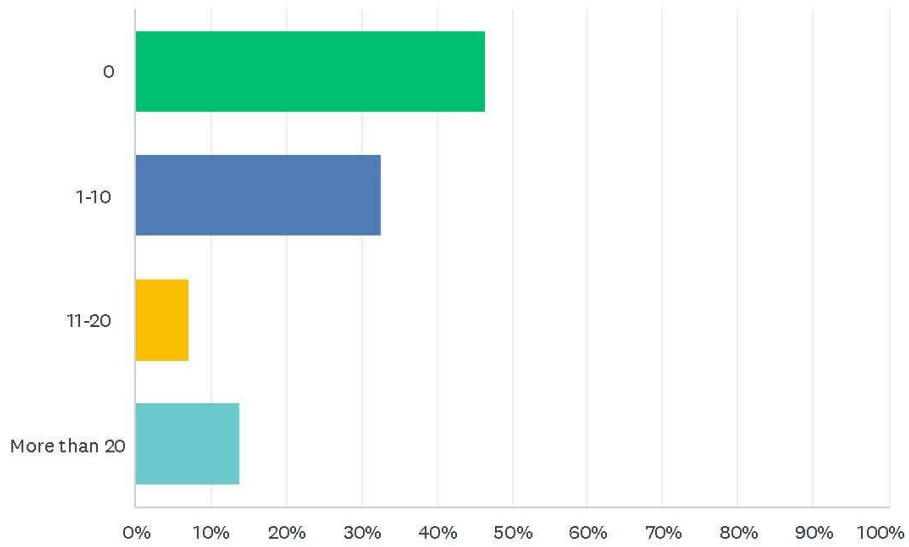


ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	33	1,433	44
Total Respondents: 44			

Q31 How many times per year do your customers or clients ask about the Santa Fe Trail Byway?

Answered: 43 Skipped: 10

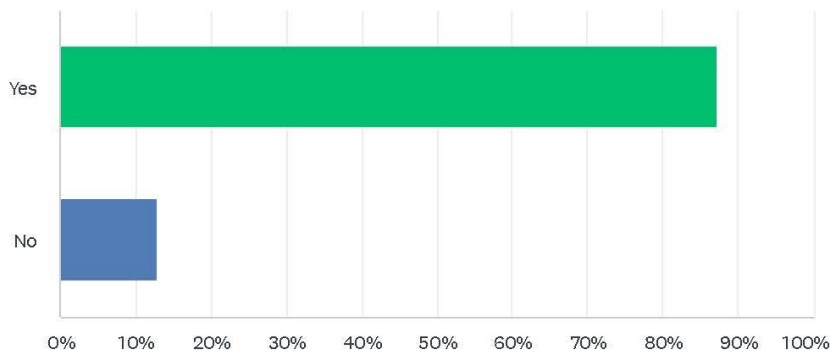
Canyons & Plains Tourism Stakeholder Survey



ANSWER CHOICES	RESPONSES	
0	46.51%	20
1-10	32.56%	14
11-20	6.98%	3
More than 20	13.95%	6
TOTAL		43

Q32 Are you willing to allow your employees that interact with the public to receive 1-2 hours of free training on the Byway?

Answered: 39 Skipped: 14

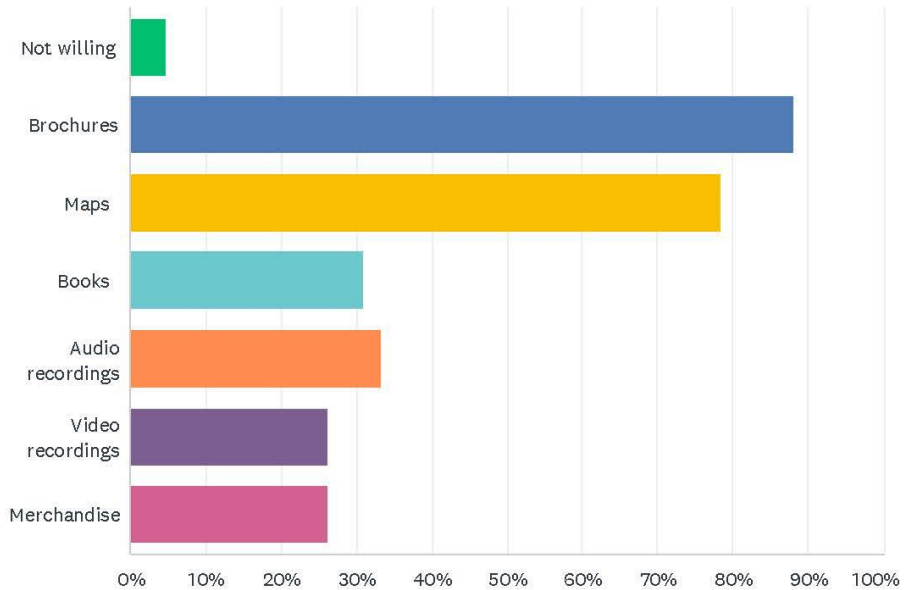


Canyons & Plains Tourism Stakeholder Survey

ANSWER CHOICES	RESPONSES	
Yes	87.18%	34
No	12.82%	5
TOTAL		39

Q33 Are you willing to make Byway materials available to your customers/clients? If so, which materials? (check all that apply)

Answered: 42 Skipped: 11

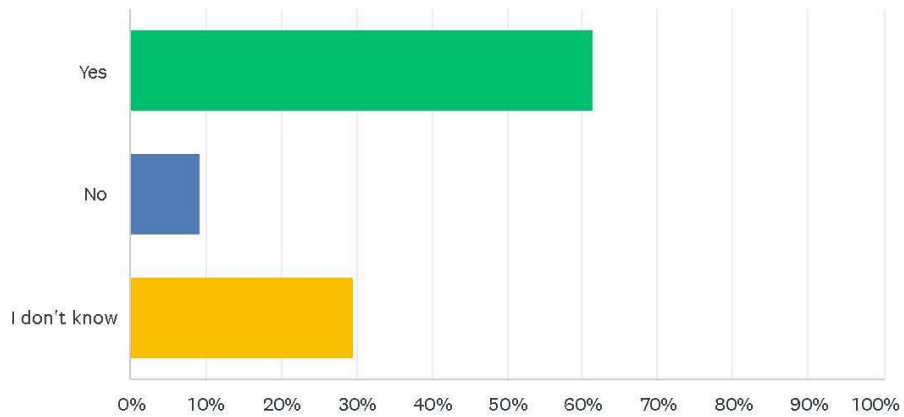


ANSWER CHOICES	RESPONSES	
Not willing	4.76%	2
Brochures	88.10%	37
Maps	78.57%	33
Books	30.95%	13
Audio recordings	33.33%	14
Video recordings	26.19%	11
Merchandise	26.19%	11
Total Respondents: 42		

Q34 I am interested in learning how I can diversify my services and offerings to attract more customers, both residents and visitors.

Canyons & Plains Tourism Stakeholder Survey

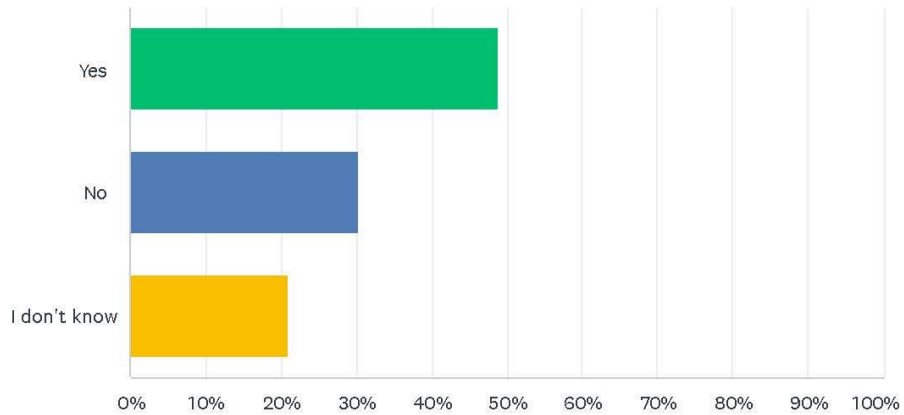
Answered: 44 Skipped: 9



ANSWER CHOICES	RESPONSES
Yes	61.36% 27
No	9.09% 4
I don't know	29.55% 13
TOTAL	44

Q35 I am willing to explore changing my business hours to accommodate visitors when they are in the area (i.e weekends and holidays).

Answered: 43 Skipped: 10

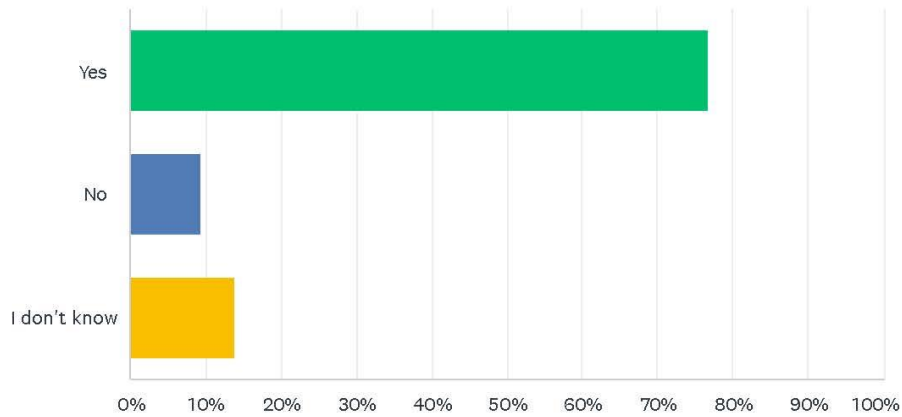


Canyons & Plains Tourism Stakeholder Survey

ANSWER CHOICES	RESPONSES	
Yes	48.84%	21
No	30.23%	13
I don't know	20.93%	9
TOTAL		43

Q36 I am interested in exploring new business ideas to take advantage of future increased visitors to the region.

Answered: 43 Skipped: 10

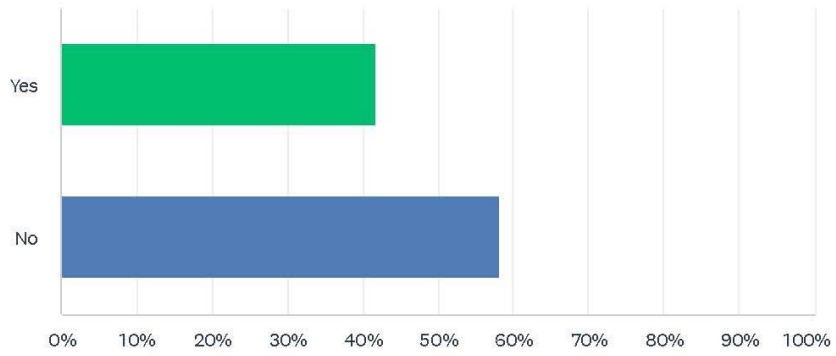


ANSWER CHOICES	RESPONSES	
Yes	76.74%	33
No	9.30%	4
I don't know	13.95%	6
TOTAL		43

Q37 I would like to attend the Reimagine Destinations Workshop on Tuesday, December 6 at Otero College. Please send me more information.

Answered: 43 Skipped: 10

Canyons & Plains Tourism Stakeholder Survey



ANSWER CHOICES	RESPONSES
Yes	41.86% 18
No	58.14% 25
TOTAL	43

Appendix 6: Trail-related Signs and Markers

This is a partial inventory of Santa Fe Trail-related signs and markers found within the Byway Corridor. A complete sign inventory will be conducted independent of this Corridor Management.

Table Key

DAR: Daughters of the American Revolution

SFT: Santa Fe Trail **SFTB:** Santa Fe Trail Byway

NHT: NPS National Historic Trail sign (Brown sign unless otherwise indicated)

ATR: NPS Auto Tour Route sign ((Brown sign unless otherwise indicated)

CO Byway sign

Between the Colorado/Kansas State Line and Lamar		
Location	Sign Type	Comments
Hwy. 50 East, 100 yds. west of the state line	ATR	There are no BEGIN and END Byway signs at this Byway terminus.
Hwy. 50 West, 200 yds. west of the state line	ATR	
Hwy. 50 East MM 460	ATR	
Hwy. 50 MM 460	ATR	
Hwy. 50 West, 100 yds. West of the state line	ATR	
Hwy. 50 East, MM 443.5	Brown SFT	
Hwy. 50 West MM 449	Green ATR Columbine and Byway Name	Poor condition Good condition
Hwy. 50 MM 441.1	ATR	Very good condition
Hwys. 50 and 287	ATR Columbine and Byway name	Excellent condition but hard to notice where positioned
Lamar: Hwy. 287 and Olive St..	Four signs	Excellent condition
South of Big Timbers Museum	Green ATR Columbine and Byway Name	Poor condition Good condition
Vicinity of Hwy. 287 North and Hwy. 50 West (The Big Timbers Museum curve)	Signs for all directions, including Hwy. 287 South, near 32605 Speculator Circle	
Hwy. 50 West, 0.1 mile west of Big Timbers Museum	ATR Columbine and Byway Name	Poor Condition

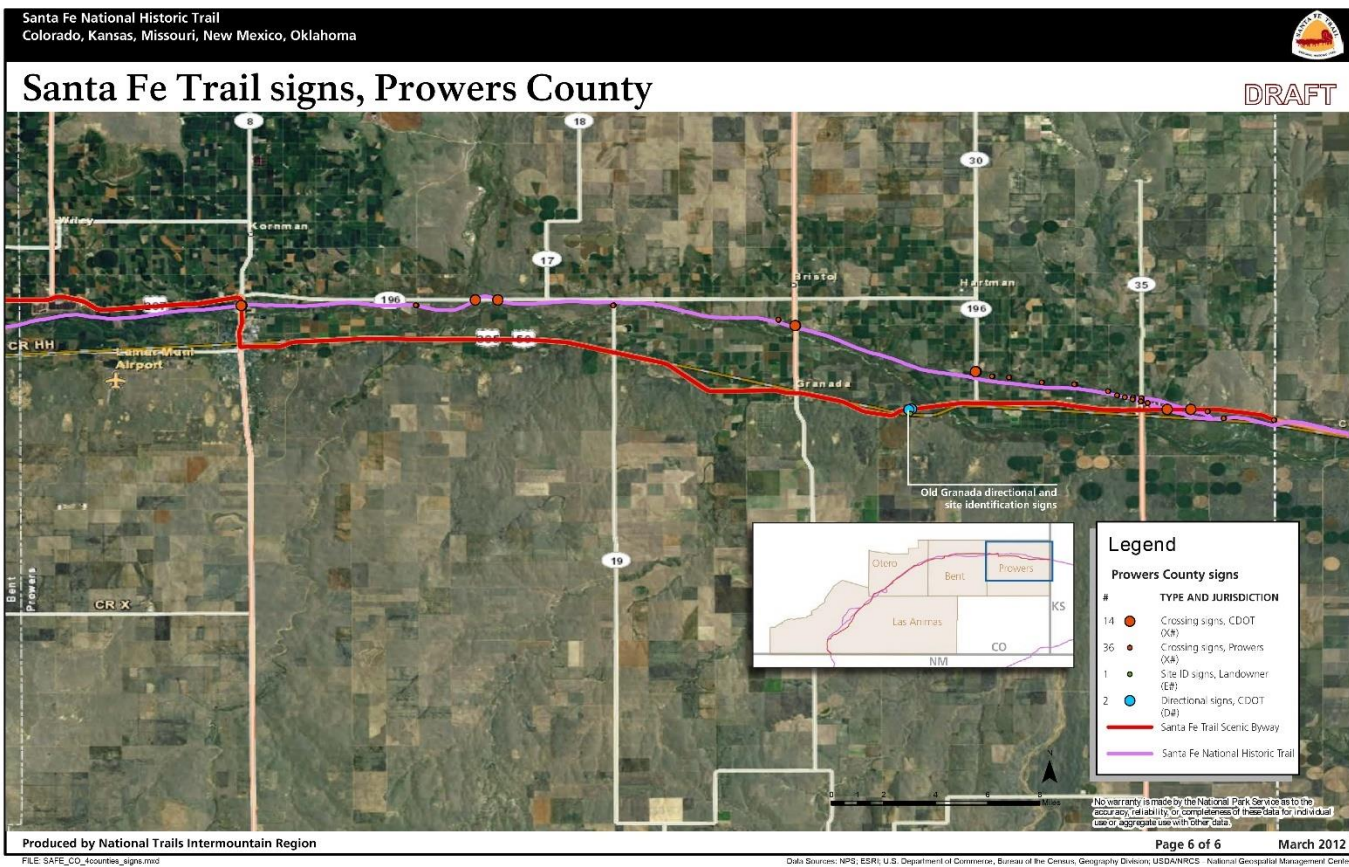
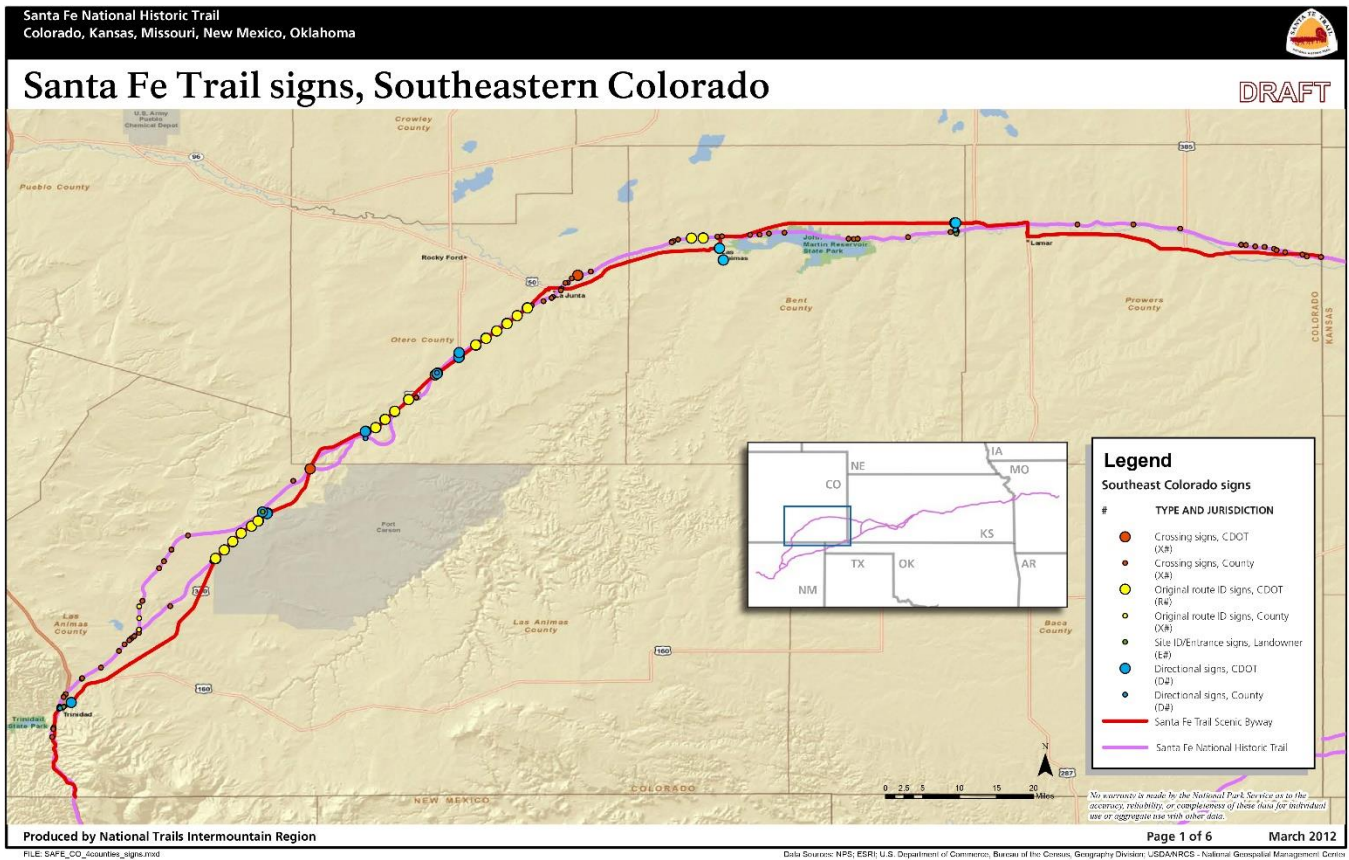
Between Lamar and La Junta		
Hwy. 50 West MM 427.25	ATR	
Hwy. 50 East and West @ Rd 35	Bent's New Fort ATR	
Rd 35 @ Rd JJ	Hand painted Bent's New Fort directional sign	Needs replacement
Rd 35.25 North and Southbound	SFT Crossing	
Hwy. 50 West MM 418.3	ATR Columbine and Byway Name	
HWY. 50 East MM 415.25	ATR and Columbine	Needs Byway name
Hwy. 50 West MM 414.6	ATR	
Hwy. 50 West MM 405.3	ATR Columbine	Needs Byway name
Hwy. 50 West MM 404.5	Columbine, Byway name America's Byway flag	Needs Byway name
Hwy. 50 West @ Hwy. 101	Directional sign to Boggsville	North of the courthouse
Hwy. 50 East @ Hwy. 101	Directional sign to Boggsville	
Hwy. 101 @ 8 th St. (Bent Ave.)	Directional sign to Boggsville	South of the courthouse
Hwy. 50 East at La Junta city limit.	Bent's Old Fort National Historic Site directional sign	
Bent's Old Fort National Historic Site	Multi-sign interpretive trail. Interpretive plaza. Bent's Old Fort monument. Two interpretive signs identifying Trail sites.	
Hwy. 50 West @ Hwy. 350 South	ATR	
Between La Junta and Raton Pass		
Hwy. 350 West @ CR Y	SFT Original Route Next 7.5 miles	
Hwy. 350 East @ CR Y	END SFT Original Route	
Hwy. 350 West 0.25 mile west of CR Y	DAR marker	North side of road
Hwy. 350 West MM 61.7	END SFT Original Route	
Hwy. 350 East MM 61.7	SFT Original Route Next 7.5 miles	
Hwy. 350 @ Hwy. 71	ATR x 2 SFT Sierra Vista Overlook directional sign	

Hwy. 350 East @ Hwy. 71	ATR Columbine	Needs Byway name
Hwy. 350 East, 100 yds. West of Hwy. 71	ATR	
Hwy. 71 West, ½-mile north of Hwy. 350	SFT Sierra Vista Overlook and Trailhead	
Hwy. 350 West, 100 yds. west of Hwy. 71	ATR	
Hwy. 350 East, 100 yds west of Hwy. 71.	ATR	
350 West 0.1 mile east of Rd. N	SFT Timpas Picnic Area directional sign	
Timpas	DAR marker	
350 West, 0.1 mile west of Rd. 17	ATR	
350 West MM 51.3	SFT Original Route Next 5 Miles	
350 West MM 48.9	SFT Original Route	
350 East MM 48.9	SFT Original Route	
350 West MM 46.2	END SFT Original Route Limestone Marker	
350 East MM 46.2	SFT Original Route Next 5 Miles	
350 West 0.1 mile east of CR 9	SFT Iron Spring Historic Area	
CR 9, 0.3 mile south of 350	SFT Original Route Limestone Marker	
Iron Spring allotment, 200 yds. west of CR 9	DAR marker	
Iron Spring allotment, 0.3 mile west of CR 9	Limestone marker at swale	
350 West MM 45	ATR Columbine and Byway name	
350 East MM 45	SFT Iron Spring Historic Area directional sign	
350 West MM 36.2	ATR	
350 West, 0.1 mile east of CR 76.5	ATR	
350 East, 0.1 mile east of CR 76.5	ATR	
CR 76.5, 0.1 mile north of Hole-In-The-Rock	SFT Crossing	
Trinidad: Main St. and Santa Fe	Columbine	

	SFT	
I-25 East Exit 13A	Columbine America's Byways flag Santa Fe Trail Highway of Legends	
1-25 0.2 mile south of Main St.	Columbine SFT America's Byways flag	
I-25 South MM 10.6	SFT Columbine America's Byway flag	
I-25 MM 5.5	SFT Columbine America's Byway flag	
I-25 North, ½-mile south of CO/NM state line	SFT Columbine America's Byway flag	
I-25 North MM 6	SFT Columbine America's Byway flag	
I-25 North MM 11.9	SFT Columbine America's Byway flag	

Appendix 7: NPS Sign Plans

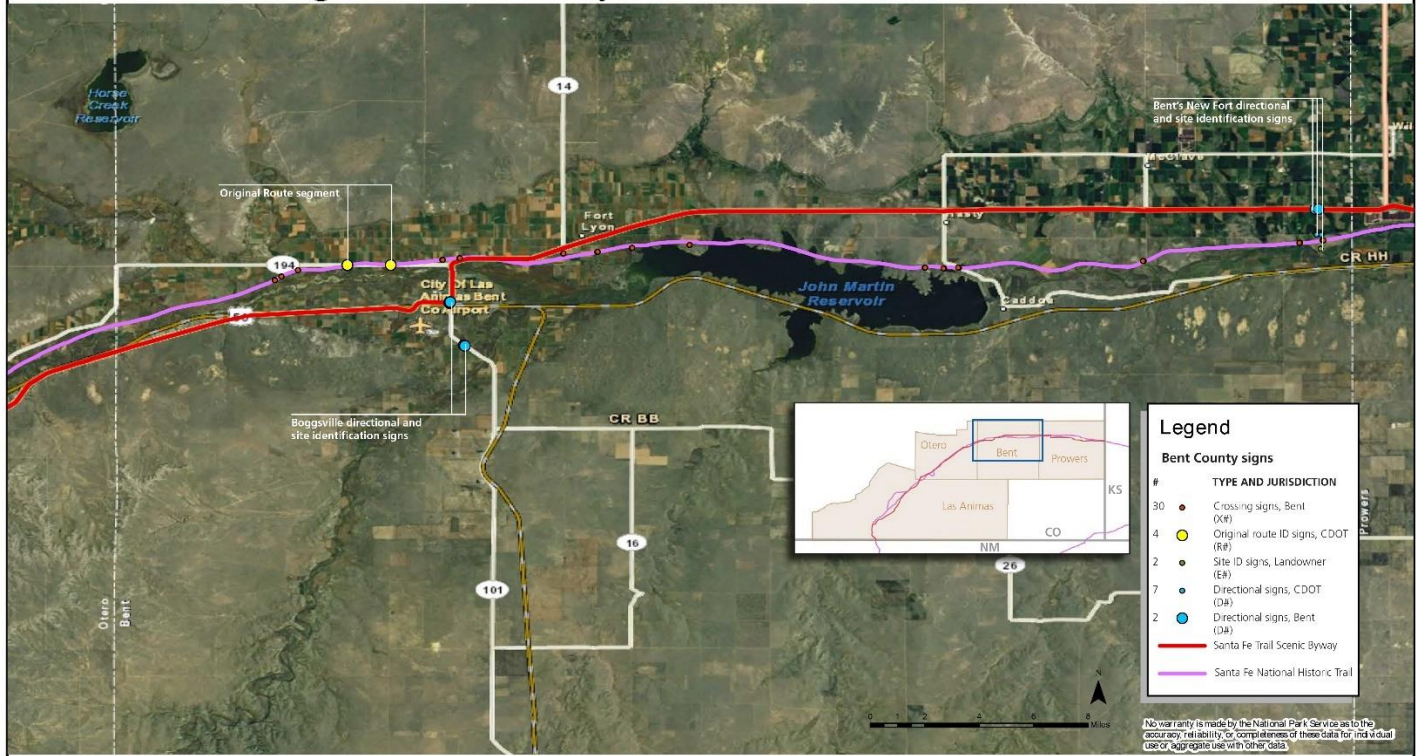
The maps in this appendix were produced in 2012. The presence of the signs shown on these maps was not confirmed during the preparation of this CMP.





Santa Fe Trail signs, Bent County

DRAFT



Produced by National Trails Intermountain Region

FILE: SAFE_CO_4counties_signs.mxd

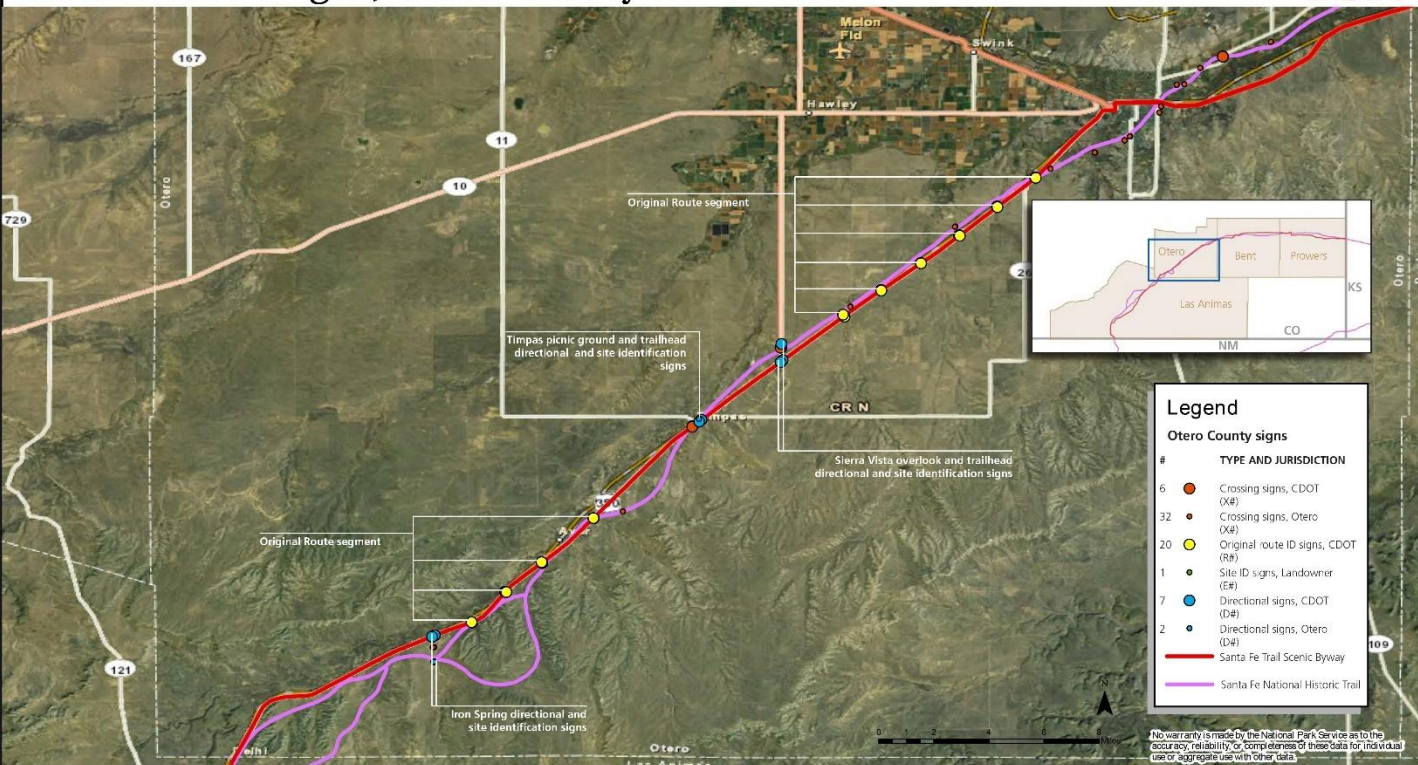
Data Sources: NPS; ESRI; U.S. Department of Commerce, Bureau of the Census, Geography Division; USDA/NRCS - National Geospatial Management Center

No warranty is made by the National Park Service as to the accuracy, reliability, or completeness of these data for individual use or aggregate use with other data.



Santa Fe Trail signs, Otero County

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Produced by National Trails Intermountain Region

FILE: SAFE_CO_4counties_signs.mxd

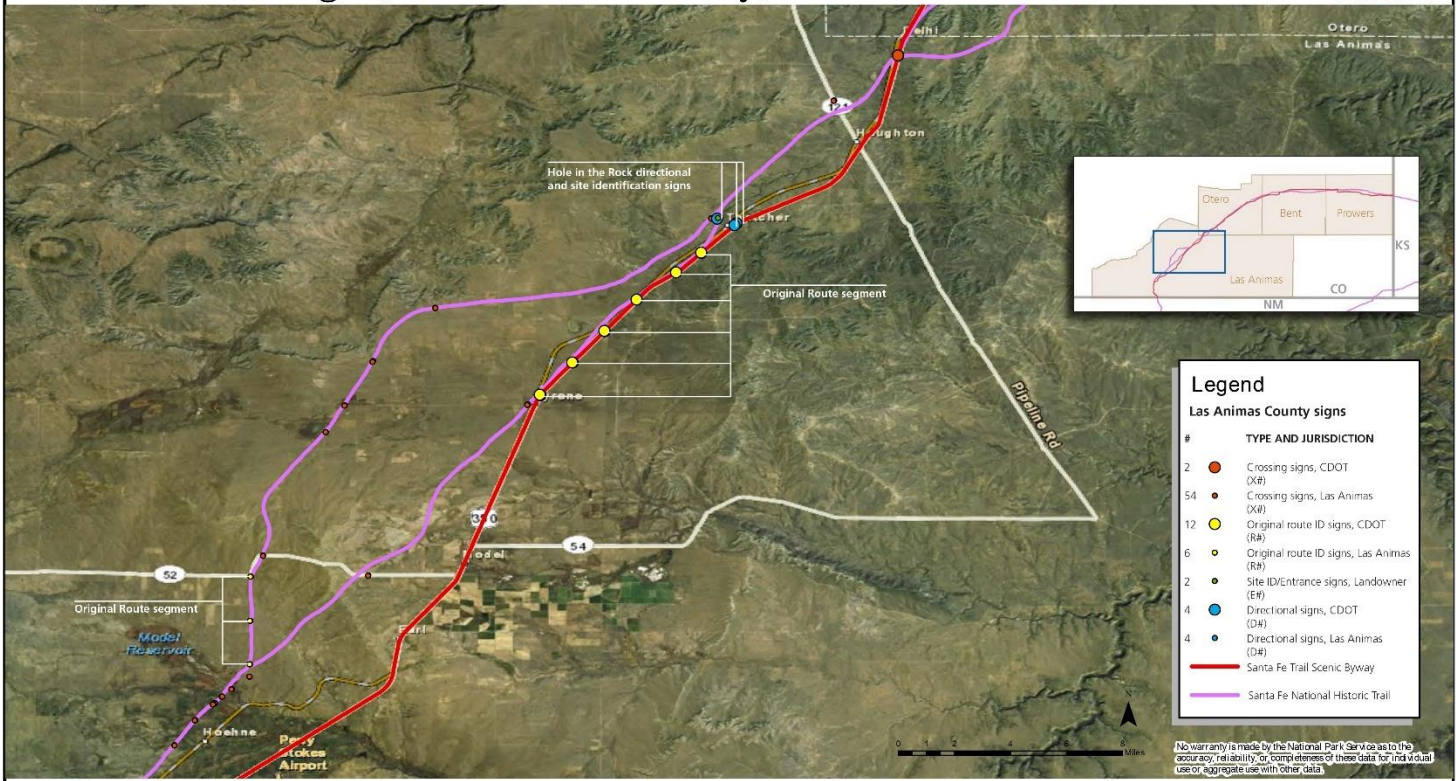
Data Sources: NPS; ESRI; U.S. Department of Commerce, Bureau of the Census, Geography Division; USDA/NRCS - National Geospatial Management Center

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Santa Fe Trail signs, Las Animas County, north

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Produced by National Trails Intermountain Region

Page 3 of 6 March 2012

FILE: SAFE_CO_4counties_signs.mxd

Data Sources: NPS; ESRI; U.S. Department of Commerce, Bureau of the Census, Geography Division; USDANRCS - National Geospatial Management Center



Santa Fe Trail signs, Las Animas County, south

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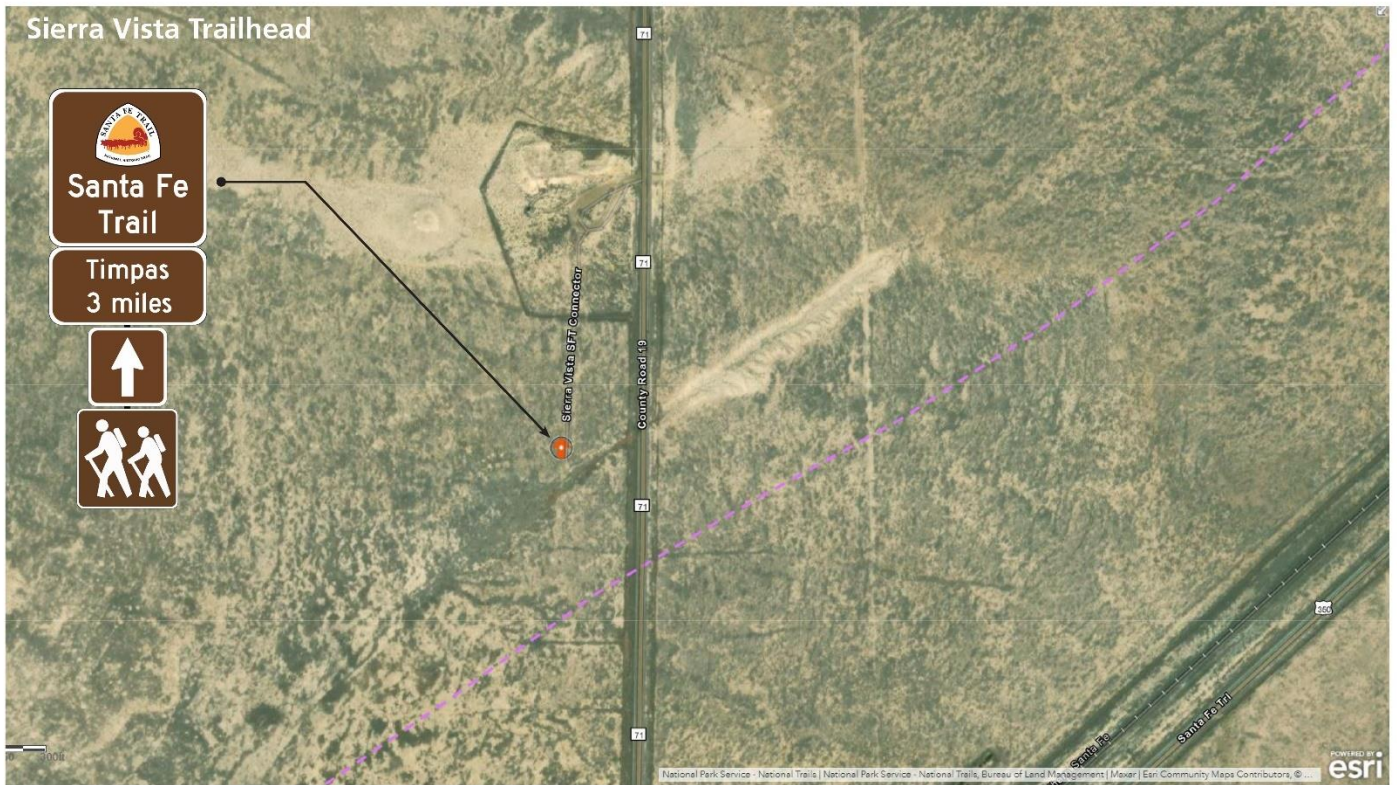


Produced by National Trails Intermountain Region

Page 2 of 6 March 2012

FILE: SAFE_CO_4counties_signs.mxd

Data Sources: NPS; ESRI; U.S. Department of Commerce, Bureau of the Census, Geography Division; USDANRCS - National Geospatial Management Center





Appendix 8: Colorado Scenic and Historic Byways Roadside Design Guidelines, Visual Resources, Signage & More (2021)

In addition to the FHWA's interim policy for the National Scenic Byways Program, these documents are of interest for planning, construction, and maintenance of the scenic and historic byways in Colorado – CDOT Roadway Design Guide, CDOT Project Development Manual, Environmental Stewardship Guide, CDOT Visual Resource Impact Assessment Guidelines, Federal Lands Memorandum of Understanding, CDOT Guide Signing Policies and Procedures Manual, and CDOT Outdoor Advertising Manual. Most importantly, byways should consult with the CDOT Region Environmental Section located at <https://www.codot.gov/programs/environmental>.

National Scenic Byways Program

FHWA's May 18, 1995 interim policy, Section 9. Corridor Management Plans (CMP), lists the 14 items required in a CMP, plus 3 additional items for All-American Roads. This document provides the state's guidance and references for these three required CMP items or sections, including Maintenance & Enhancement, Outdoor Advertising, and Sign Plans as follows:

- (3) A strategy for maintaining and enhancing those intrinsic qualities. The level of protection for different parts of a National Scenic Byway or All-American Road can vary, with the highest level of protection afforded those parts which most reflect their intrinsic values. All nationally recognized scenic byways should, however, be maintained with particularly high standards, not only for travelers' safety and comfort, but also for preserving the highest levels of visual integrity and attractiveness.
- (10) A demonstration of compliance with all existing local, State, and Federal laws on the control of outdoor advertising.
- (11) A signage plan that demonstrates how the State will insure and make the number and placement of signs more supportive of the visitor experience.

Resource: https://www.fhwa.dot.gov/hep/scenic_byways/ CDOT Roadway Design Guide & Project Development Manual

The **Context Sensitive Solutions (CSS) Process** is an approach to use Decision Science principles and can be followed on all projects from corridor-wide planning to construction change orders. (CDOT Landscape Architecture Manual 2014, Revised 2020, section 1.3.2) The level of work to achieve the CSS process can vary. While some projects are minor in nature, large system changing project will require a more robust decision-making effort. It consists of 6 six steps and includes community stakeholder and public input.

First, CDOT has committed to using the CSS process for engineering projects, as noted in both the 2005 Chief Engineer Policy Memo 26 and formalized in the CDOT Roadway Design Guide (Section 20.1.6 Context Sensitive Solutions) and Project Development Manual, Rev. June 29, 2020 (Section 8.13 – Context Sensitive Solutions). Key elements of CSS (from National Cooperative Highway Research Program, NCHRP Report 480):

1. The project satisfies the purpose and needs 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.
2. The project is a safe facility both for the use and the community.

3. The project is in harmony with the community and preserves environmental, scenic, aesthetic, historic, and natural resource values of the area.
4. The project exceeds the expectations of both the designers and stakeholders and achieves a level of excellence in people's minds.
5. The project involves efficient and effective use of resources (such as time, budget, and community) of all involved parties. The project is designed and built with minimal disruption to the community.
6. The project is seen as having added lasting value to the community.

Secondly, the CDOT Roadway Design Guide, Chapter 2.7 ENVIRONMENT cross-references: See Section 3 (Environment) of the CDOT Project Development Manual (3.14 Social Resources: Visual Resources) and directs the engineer to consult with the Region Environmental Section for information on environmental issues. Visual resources are evaluated by their uniqueness and the strong emotion they inspire in human viewers. Such special places often provide a sense of community to the inhabitants of an area and may attract tourism and drive its economy. Visual resources are regulated by the FHWA and CDOT.

Social resources, specifically visual resources include features that define the character of an area. These can be natural features, vistas, or view-sheds, but also urban characteristics such as architecture, skylines, or other characteristics that create a visual definition.

Resources:

https://www.codot.gov/business/designsupport/bulletins_manuals/cdot-roadway-design-guide-2018

https://www.codot.gov/admin/business/designsupport/bulletins_manuals/2013-project-development-manual

<https://www.codot.gov/business/designsupport/policy-memos/archived-policy-memos>

<https://www.codot.gov/programs/environmental/landscape-architecture>

CDOT Environmental Stewardship Guide

In addition, for non-engineering projects such as CDOT maintenance work and those that CDOT issues permits for to use the transportation system for access, or utility installation, etc. CDOT has committed to operating under a standard which considers the impact of actions on the environmental and community. This commitment to the public is embodied in the CDOT Environmental Stewardship Guide: CDOT will design, construct, maintain and operate the statewide transportation system in a manner which helps preserve Colorado's historic and scenic heritage and fits harmoniously into communities and the natural environment.

Resource: <https://www.codot.gov/programs/environmental/resources/guidance-standards> Visual Impact Assessment Guidelines

Visual and scenic values are specifically addressed in CDOT's Visual Impact Assessment Guidelines. This guide gives high value to Scenic and Historic Byways in the transportation system of Colorado, as it explains how to evaluate a project's impact to the visual character of the surrounding area and the road system. In the guidelines, Scenic Byways are considered a high level of viewer sensitivity to changes. Colorado Scenic and Historic Byways are important resources that have been designated by the Colorado Transportation Commission. Also, specific byways are designated as follows: National Scenic Byways (America's Byways®) by the US Secretary of Transportation; National Forest Scenic Byways by the U.S. Forest Service; and Backcountry Byways by the Bureau of Land Management.

The Guidelines apply to Colorado actions involving:

- CDOT sponsorship of projects with state and/or federal funding
- Local agency sponsorship of projects that involve state highways and/or project development funding sources that prompt CDOT oversight

- Third-party use of highway right-of-way (ROW), permitted by CDOT
- CDOT property management

Resource: <https://www.codot.gov/programs/environmental/landscape-architecture/visual-resources/visual-impact-assessment> Federal Lands Memorandum of Understanding (MOU) (2016) Supplemental Visual and Scenic Resources Guide for CDOT Maintenance and Operations (APPENDIX A-3)

CDOT has agreed to implement project-specific design protocols to support USFS and BLM management plan standards and guidelines for visual and scenic quality. These protocols help soften visual impacts associated with highways and their appurtenances. Topics discussed in this overview apply to new construction, reconstruction and maintenance projects by CDOT and do not apply to existing conditions. Health, safety, and welfare will take precedent concerning temporary replacement of the items in this appendix.

General Requirements

1. All projects will avoid and/or minimize disturbance to vegetation. All disturbed areas will be revegetated as appropriate.
2. Color selection will be determined during the NEPA process. In this document, Federal Standard colors are referenced.
3. All signposts, hardware, and related appurtenances, including back of signs, will be either painted Federal Standard 595 Color FS 20059 or, if metal, stained dark brown.
4. Delineator posts will be Forest Service brown (Federal Standard 595 FS 20059) or dark green in color (Interstate Green, in accordance with Manual on Uniform Traffic Control Devices [MUTCD] Color Specifications [23 CFR 655]).
5. All exposed concrete and shotcrete surfaces will require a color-treatment. The preferred method of color-treatment is the use of stain or colored concrete to achieve an appearance agreeable to the USFS or BLM.
6. CDOT Maintenance will get guidance from the CDOT landscape architect for all maintenance activities, including standard colors, stains, visual impacts, reflectivity, hydrologic features, sound attenuation and landscaping.
7. CDOT landscape architect will consult with USFS and BLM landscape architects for all substitutions and replacements.

Resources:

<https://www.codot.gov/programs/environmental/resources/intergovernmental-agreements> CDOT Guide

Signing Policies and Procedures Manual: Columbine & America's Byways

The CDOT Guide Signing Policies and Procedures Manual 2021 conforms to the Manual on Uniform Traffic Control Devices (MUTCD), which contains the standards and guidelines for the design and installation of highway signing. Specifically, this document provides the signing policy and procedures for the Scenic Byway marker, including the Scenic Byway "Blue Columbine" marker, byway name, directional arrow, and if at the beginning or end of a route shall include "Begin" or "End" plaques, respectively.

If designated as a National Scenic Byway, install the "America's Byways (D6-4a)" sign on the existing columbine signs as a supplement.

References:

<https://www.codot.gov/safety/traffic-safety/assets/documents/>

https://mutcd.fhwa.dot.gov/HTM/2003/part2/fig2d-14_longdesc.htm

CDOT Outdoor Advertising Manual

CDOT regulates outdoor advertising along the Colorado state highway system and information is located in the CDOT Outdoor Advertising Manual. Under state and federal law, CDOT issues permits approving specific information signs (LOGO) on interstates, freeways and expressways, and tourist-oriented directional signs (TODS) on non-interstate highways.

Rules Governing Outdoor Advertising in Colorado (2 CCR 601-3) in section 9.00 Advertising Devices on Scenic Byways [§ 43-1-419, C.R.S.; 23 U.S.C. 131(s)], such as billboards:

- A. A Scenic Byway is a road designated as such by the Colorado Transportation Commission along a Controlled Route.
- B. No new Advertising Device shall be erected along a Scenic Byway that is visible from the Controlled Route with the exception of:
 - 1. Official Signs
 - 2. On-Premise Signs; and Directional Signs.
- C. Existing Advertising Devices along Scenic Byways which are in compliance with state and federal law and these Rules may continue to be maintained; however, they will have the status of Nonconforming Signs.
- D. For purposes of this section, an Advertising Device shall be considered to be Visible from a designated highway if it is plainly visible to the driver of a vehicle who is proceeding in a legally designated direction and traveling at the posted speed. [23 C.F.R. 750.153 (j); § 43-1-403(17), C.R.S.]
- E. The designation of a Scenic Byway shall specify by Global Positioning System or other technology the precise location of the Scenic Byway.

Resources:

<https://www.codot.gov/safety/traffic-safety/standard-and-specifications/manuals-and-guidelines>

<https://www.codot.gov/programs/signs>

Colorado Downtown Streets

This publication is meant to aid both Colorado communities and the Colorado Department of Transportation (CDOT) in striking a balance between the many demands that face our downtown streets, particularly where a main street is also a state highway. It provides options for how to increase safety for all users across all modes of travel through creative and flexible design. It is important to note that there is no such thing as a cookie-cutter template for great street design: the design of every street must be tailored to its unique circumstances, as well as adhere to engineering standards and requirements. As such, this publication is not a substitute for the engineering process. Rather, it serves as a tool to aid in the development of thoughtful partnerships, compromise, and informed decision-making for improving Colorado's downtown streets.

Resources: <http://bit.ly/ColoradoDowntownStreets2020>.

Appendix 9: Selected Interpretive Sites

Between the Colorado/Kansas State Line and Lamar

Holly Rest Area



Amache Museum



Amache National Historic Site entrance plaza



Lamar Welcome Center



Big Timbers Museum



Between Lamar and La Junta

Bent's New Fort



John Martin Reservoir State Park



John W. Rawling's Heritage Center



Boggsville



Bent's Old Fort National Historic Site



Otero Museum



Between La Junta and Raton Pass

Sierra Vista Overlook



Timpas Picnic Area



Pinon Canyon Maneuver Site



Iron Spring Interpretive Area



Hwy. 350 East MM 15 Pullout



Trinidad History Museum (Baca House)



Trinidad Welcome Center



Raton Pass I-25 North pullout/overlook



Appendix 10: Social Media Platforms



Source: Georgetown University School of Continuing Studies and the Meyer Foundation

Social Media Platform Comparison



Key channel trends & features to inform your story sharing process






PLATFORM	KEY FEATURES	DEMOGRAPHICS	PROS	CONS	STORY TIPS
 FACEBOOK	<ul style="list-style-type: none"> Subscribe feature allows users to follow people without becoming their friends; personalities (like ED, board president, etc.) can post content with a personal voice to complement organization's official page Emphasis on visuals: prime real estate on every profile is devoted to visual content, from the cover photo to ones within the timeline Hashtags (with unique URLs) allow for content and conversation aggregation Facebook Insights offers strong snapshot of user demographics and behavior "Donate Now" button currently being tested among large nonprofits Recent changes to the newsfeed make it harder to reach followers without promoted content/ads 	<ul style="list-style-type: none"> Highest usage among ages 45-54 65% of users are age 35 or older Unlike Twitter, average age of users is getting older Among U.S. users - 53% female, 46% male 	<ul style="list-style-type: none"> Go-to source of information for significant portion of key audience Rewards quality content (visuals, video) with higher engagement "Donate now" button—if widely deployed—can bridge gap between Likes and donations Analytics help take guesswork out of what types of content resonate and what times to post Relatively inexpensive ads and promoted content 	<ul style="list-style-type: none"> Brands and organizations compete with friends for attention in the newsfeed Difficult to keep up with rapidly changing rules for content Content only seen by a small percentage of followers when it's first posted, which can make serial storytelling difficult Most engagement happens on Facebook itself; users don't leave the platform 	<ul style="list-style-type: none"> Take advantage of visual opportunities—swap profile and cover pics often to reflect current stories and campaigns; share images with text calls-to-action overlaid When repurposing content, find a new angle (add a picture, link, etc.) to keep on top of newsfeed changes Shares (and visibility among friends of followers) are key to building reach; encourage people to tag themselves in pictures when possible and pay attention to data from Insights about what people like, share and comment on most When sharing stories from website, blog or newsletter, take the time to craft (and test!) multiple compelling headlines Disable auto-posting from newsletters, Twitter, Instagram, etc.; it's worth the extra time to customize the messaging
 TWITTER	<ul style="list-style-type: none"> 140 characters or less Powered by searchable/connected hashtags Drives people to external sites New redesign with emphasis on images (both in content and in profile design), pinned Tweets, and highlighting of most engaging Tweets 	<ul style="list-style-type: none"> Virtually equal usage among genders Most popular among ages 18-29 More urban/suburban users than rural High levels of usage among African Americans 	<ul style="list-style-type: none"> Text-based (for easy on-the-go updating) Real-time engagement opportunities Hashtags are easy to create Trending topics are easy to tap into when relevant 	<ul style="list-style-type: none"> Fast-paced, might be hard to follow a longer story told through several Tweets More anonymous; less authentic in some cases Fewer features for organizations (no events, apps, etc.) 	<ul style="list-style-type: none"> Learn lingo/jargon (including memes and hashtags) to be a valued member of Twitter community (good nonprofit hashtags include: #nonprofit, #fundraising, #nptech, #sm4np, #philanthropy, #donors) Use URL-shorteners (like bit.ly) to save space and increase measurement power Share visual content

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PLATFORM	KEY FEATURES	DEMOGRAPHICS	PROS	CONS	STORY TIPS
 TWITTER (continued)	<ul style="list-style-type: none"> User in more control of how to view Tweets 		<ul style="list-style-type: none"> Fast-paced and works well with live events Movement toward more visual features 	<ul style="list-style-type: none"> New pinned Tweets feature does downplay relevance of being in real time 	<ul style="list-style-type: none"> Monitor often and look for opportunities to engage with people Have a personal voice
 YOUTUBE	<ul style="list-style-type: none"> Organizational channels allow you to create libraries of videos Videos can be grouped into themed "playlists" Nonprofit program gives customized and enhanced branding and fundraising opportunities, including "donate" button on video, annotations that link to your website, campaign goal bars, and on-screen banners and calls-to-action, among other features Useful resources developed by YouTube include its "Playbook for Good" Easy to use, powerful analytics help pinpoint who viewers are and where they're coming from, and how they're engaging with your videos 	<ul style="list-style-type: none"> 80% of YouTube traffic comes from outside the U.S. YouTube reaches more U.S. adults ages 18-34 than any cable network One billion viewers worldwide per month 100 hours of video are uploaded to YouTube every minute 	<ul style="list-style-type: none"> No limit to how many videos you can upload for free (but there is a 15-minute time limit on length) Nonprofit program has tons of useful, underutilized features for storytelling and measuring engagement 	<ul style="list-style-type: none"> Because the amount of content available is so large, your videos can be difficult to find Distracting advertisements, questionable related video links at the end of your video Any video can attract unwanted attention and/or comments from "trolls" 	<ul style="list-style-type: none"> Upload compelling thumbnail images for your videos (rather than using the default ones) Include a standard tagline in all video descriptions to highlight your mission Offer helpful links such as information about your organization, how viewers can get involved, & where/how to donate Don't forget to include a call-to-action to subscribe, share or like the video as a form of support Stay relevant by uploading videos consistently & refreshing your channel's programming on a regular basis Consider creating and sharing serial content—a series of videos around a particular issue related to your organization Have a policy for responding to negative comments
 INSTAGRAM	<ul style="list-style-type: none"> Visual storytelling via photo and short video creation and sharing with network of followers Fully integrated with Facebook, Twitter and other major platforms Unlimited photo uploads Video length: between 3 and 15 seconds (longer than Vine) 	<ul style="list-style-type: none"> More popular among women Equal among Apple and Android smartphone users Ages 35 and under Most popular among urban users 	<ul style="list-style-type: none"> Allows for powerful showing (rather than telling) of impact Filters can make so-so images look more compelling Quick and easy to integrate with other platforms (and re-purpose content) 	<ul style="list-style-type: none"> Requires an understanding of good visual content Optimized for mobile viewing; not suitable for printing or displaying in larger formats Gap in information dissemination 	<ul style="list-style-type: none"> As with Twitter, learn lingo/jargon (including memes and recurring hashtags) to be more easily found among existing Instagram users Import images you didn't take with your phone for more content variety Experiment with uploading promotional photos to advertise events, fundraising campaigns, etc.

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PLATFORM	KEY FEATURES	DEMOGRAPHICS	PROS	CONS	STORY TIPS
 INSTAGRAM (continued)	<ul style="list-style-type: none"> Engagement through Likes and comments Searchable within the community using hashtags Users favor quality over quantity; relatively smaller amount of daily photo uploads as compared to other sites 		<ul style="list-style-type: none"> On-the-go posting via mobile phone good for behind the scenes stories, events, volunteer days, etc. 		<ul style="list-style-type: none"> Utilize at events, especially to show prep work/behind the scenes details
 BLOG / TUMBLR	<ul style="list-style-type: none"> Blogs can be either hubs for content that can be syndicated outward, or as collectors that showcase content others have created Flexible storytelling platforms that allow you to pull in various other types of content (photos, videos, text, audio, etc.) Engagement is built in More casual storytelling voice; it's not your website, so language can show personality and authenticity Tumblr is a specific type of blogging community that features short bursts of content It's searchable within the community using hashtags on posts It's mobile-friendly for easy uploading via an app Among the most engaging social media sites, in terms of average time spent on the site and average page depth 50% of content are photos 	<ul style="list-style-type: none"> 77% of internet users read blogs 75.8 million pieces of content are blogged each day on Tumblr Tumblr demographics: 67% of users are under age 35; skews slightly female (54% vs. 46%); nearly half of users have a college education; particularly popular among Hispanic internet users 	<ul style="list-style-type: none"> Engagement is built in (and expected) Easy to integrate blogs into your website Allows for versatile content Good for search engine optimization (companies that blog have 97% more inbound links, which is important in search engine rankings) Trustworthy source of content (81% of U.S. consumers trust advice/info from blogs) Tumblr allows for less intensive content – easier to curate or produce Easy to update on the go; excellent for behind-the-scenes type stories Searchable—people in the general Tumblr community can discover your content if you use good hashtags 	<ul style="list-style-type: none"> Bandwidth-intensive to plan for and develop consistent content Content can appear stale quickly (since everything is time-stamped) Readers need strong reasons to engage (and blogs look sad with no comments) Tumblr demographics are very specific; if your audiences don't intersect with them, you're better off having a regular blog Much Tumblr activity takes place on the platform itself; there's a strong community aspect, like Facebook. This can be isolating/confusing for non-native users. Need to integrate into your website to get over the barrier of user unfamiliarity with platform nuances—and this requires design support 	<ul style="list-style-type: none"> Plan ahead for blog content; create an editorial calendar that ties in with themes, holidays, etc. Build "share this" feature into your blog—and then give readers a reason to share Take time to craft headlines that are shareable and Tweet-worthy Encourage conversation by posing questions Incorporate multiple perspectives into your blog—volunteers, staff, board, clients—to encourage variety and sharing within those individuals' networks.

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Appendix 11: Potential Website Links

Amache National Historic Site	nps.gov/amac/index.htm
Bent's Old Fort National Historic Site	nps.gov/beol/index.htm
Bent's Old Fort Chapter of the Santa Fe Trail Association	santafetrail.org/chapters/bentsfort
Big Timbers Museum	bigtimbersmuseum.org
Boggsville	bentcountyheritage.org/boggsville
Canyons & Plains	canyonsandplains.org
City of La Junta	visitlajunta.net
City of Trinidad Tourism	visittrinidadcolorado.com
Colorado Welcome Center--Lamar	colorado.com/colorado-official-state-welcome-centers/colorado-welcome-center-at-lamar
Colorado Welcome Center--Trinidad	colorado.com/colorado-official-state-welcome-centers/colorado-welcome-center-at-trinidad
Colorado Parks and Wildlife	cpw.state.co.us
Colorado Tourism Office	colorado.com
Comanche National Grassland	fs.usda.gov/detail/psicc/about-forest/districts/?cid=fsm9_032695
Daughters of the American Revolution	dar.org
Factor Earth Explore	factorearth.com
Fishers Peak State Park	cpw.state.co.us/placestogo/parks/FishersPeak fisherspeakstatepark.com
Geocaching clubs	
Holly Commercial Club	@hollycommercialclub (Facebook)
John Martin Reservoir State Park	cpw.state.co.us/placestogo/parks/JohnMartinReservoir
John W. Rawlings Heritage Center	bentcountyheritage.org/
Koshare Museum	koshares.com
La Junta Chamber of Commerce	https://www.lajuntachamber.com/
Lamar Chamber of Commerce	lamarchamber.org
Las Animas/Bent County Chamber of Commerce	labccchamber.com
Otero Museum	oteromuseum.org
Other Santa Fe Trail states	
Private campgrounds	
Prowers County: The Great High Prairie	thegreathighprairie.com
Santa Fe Trail Association	santafetrail.org
Trinidad History Museum	historycolorado.org/trinidad-history-museum
Trinidad Lake State Park	cpw.state.co.us/placestogo/parks/TrinidadLake
Trinidad/Las Animas County Chamber of Commerce	tlacchamber.org
U.S. Forest Service	https://www.fs.usda.gov

Appendix 12: Example of an Existing Travel Itinerary

Canyons & Plains

Museum Itinerary/ 2-3 Days

Travel through Time and Explore Canyons & Plains Museums

Take the road less traveled to see history come to life among Colorado's Canyons & Plains. After visiting a variety of museums staged along the Santa Fe Trail, you'll leave with a broadened perspective that goes beyond what any history book could provide.

Day One

Start your adventure along Colorado's Highway 50 in the heart of [Prowers County](#) in the quaint town of [Lamar](#). Fuel up with some breakfast in town before heading out to tour the museums.

Big Timbers Museum

(Note: This museum's website has not been built out with content: <https://www.bigtimbersmuseum.org/> Google, Prowers County and CTO's websites all link to it.

The [Big Timbers Museum](#) features artifacts and exhibits illustrating the history of the high plains of Eastern Colorado. Exhibits range from the life of early settlers, to the challenges of the Dust Bowl, to an extensive display of original World War I posters. In addition to the two floors of artifacts in Big Timbers Museum, the adjacent building is home to the Big Timbers Transportation Museum, which opened in 2011 and features antique wagons, cars, trucks, and fire equipment.

Fun Fact: The Fleagle Bank Robbery exhibit chronicles the first case of a single fingerprint being used to prosecute a case by the FBI.

Take a short drive east of Lamar (18 miles), where you'll find the quiet agricultural community of Granada. Grab some lunch, coffee or a sweet treat downtown from a locally owned restaurant or shop before heading to the [Amache Museum](#).

Amache Museum

The story of Amache is an important one to be told and never be forgotten. The museum depicts the lives of Japanese Americans who lived in the nearby Amache internment camp during World War II. The Amache Museum houses many objects that were donated by survivors or recovered during archaeological research. Exhibits and collections are maintained by the Amache Preservation Society and updated every two years by Denver University's Amache Project participants. Some object highlights include the take "only what you could carry" suitcase, a nurse's cap and wimple owned by an aspiring nurse who was interned at Amache, and an ornate tea crate that has been passed on through generations. Be sure to plan ahead to schedule your private tour. Go to Amache.org or phone (719) 734-5492.

It is strongly recommended to take time to drive out to the Amache Camp itself. It's the only way to really grasp what the Americans interred here went through.

Fun Fact: In recognition of traditions that interred families tried to preserve, high school yearbooks actually published by the kids in the camp are on display.

Return to [Lamar](#) for dinner at a local restaurant and a relaxing overnight stay in this quiet town. Accommodations include hotels, motels, and vacation rentals in town.

There are also several RV campgrounds nearby.

Day Two

Start the day with breakfast before driving to [Las Animas](#), 37 miles west of Lamar. Next stop, the *Rawlings Heritage Museum*.

Rawlings Heritage Center and Museum

The John W. Rawlings Heritage Center and Museum is a dynamic historical and cultural experience to be enjoyed by multiple generations. Exhibits and events offer a rich interpretation of the influence of Bent County on the growth of the state and region. The facility also serves as headquarters of the Bent County Historical Society.

Grab a bite to eat in Las Animas, before venturing to the well-known Koshare Museum, located just 20 miles west in La Junta.

Koshare Museum

<https://visitlajunta.net/play/koshare-indian-museum/>

Central to the history of the region is the [Koshare Museum](#), set in the small town of [La Junta](#). The Koshare Museum traces its history back to the Great Depression. During this time, a group of Boy Scouts became interested in Native American heritage. Established over 80 years ago, the scouts of that time and those that have followed, assembled an impressive collection of Native American and Western arts and artifacts.

Today the Koshare Museum houses a replica of a great kiva, as well as a gift shop and gallery. Complementing the exhibits and the unique architecture of the Kiva, are the world-famous Koshare Dancers who perform traditional Native American dances adorned in colorful costumes. Performances are held on select evenings during the summer and around the New Year's holiday. A popular attraction, visit the museum's website for information on performances and tickets.

Fun Fact: The Koshare Museum is a registered site of the Colorado Historical Society. The 1949 building is a tri-level museum with an attached kiva that is built with the largest self-supporting log roof in the world.

Interested in more of what lovely La Junta has to offer, stay the night, and visit the Otero Museum the following day.

Day Three

Otero Museum

<http://www.coloradoplains.com/otero/museum/>

The [Otero Museum](#) documents and illustrates the history of Otero County from 1876 through the end of World War II. The museum has exhibits illustrating transportation (railroad), military, postal, agricultural, business, schools, and many other aspects of life from pioneering times and captures the region's connection to international growth.

After your visit in La Junta, take a short 30-minute drive west on Hwy. 50 to the tiny town of Crowley with less than 200 residents and a visit to the [Crowley County Heritage Center](#). Originally serving as the Crowley school from 1914-1992, the Crowley Heritage Center and Museum is a fantastic place to learn about the history of the county and the families who homesteaded the area. The museum's archive includes newspapers dating back to 1902, through which visitors can discover the area's

traditions and its residents of the past. Bringing these images to life are the displays of items belonging to notable former locals including decorative horse saddles, clothing, and an ancient version of a crockpot. The museum portion of the building is also home to several items of interest including WWII uniforms with photographs of their original owners, old war stamps, and tales of the era in the west room.

Can't get enough of the history of the Canyons & Plains region? Here are some other museums to consider visiting:

Rocky Ford Museum - Rocky Ford, Colorado

Springfield Museum, Springfield, Colorado

Two Buttes Library & Museum, Two Buttes, Colorado

Byway Museums



Amache Museum



Big Timbers Museum



John W. Rawlings Heritage Center



Otero Museum



Koshare Museum



Trinidad History Museum



20'-long Santa Fe Trail Bicentennial exhibit currently housed at the Otero Museum

Appendix 13: Sources and Reference Materials

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Colorado Byways Economic Data Analysis Final Report November 11, 2016 Updated May 2022. CDOT

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Colorado Tourism Office: 2018 Regional Branding Initiative

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Restart Destinations Program Summary Report Prowers County

Roadside Design Guidelines, Visual Resources, Signage & More. Colorado Scenic and Historic Byways. 2021

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Wayshowing for Byways. 2011. America's Byways Resource Center