



## Project Summary 2012

SB-2012-ID-57330: **Statewide Scenic Byway Signage Update for Idaho Rest Areas**

**State Submission Date**

Dec 19, 2011

**Division Submission Date**

not submitted

**State Priority**

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This application must be completed online at <http://www.bywaysonline.org/grants/>, and submitted electronically and in printed form.

### Application Checklist

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The following statements are for informative purposes. Please read and check each statement.

- I understand that this is a reimbursement program - funds are not available up-front.
- I have reviewed and responded to the Complete Application statements as outlined in the Grants Guidance.
- I have been in touch with the State scenic byway coordinator and have responded to recommendations or requirements of the State.
- I have verified with the State byway coordinator that this proposed project can receive authorization to proceed from the State and FHWA division before the end of the fiscal year for which the application is made.

### Project Category

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Which category best describes the location of this project?

- Project that is associated with a highway that has been designated as a National Scenic Byway, All-American Road, or one of America's Byways.
- Project along a State or Indian tribe scenic byway that is carried out to make the byway eligible for designation as a National Scenic Byway, an All-American Road, or one of America's Byways.
- Project that is associated with the development of a State or Indian tribe scenic byway program.
- Project along a State or Indian tribe scenic byway.

Choose from the following categories of eligible work the type that best fits your project.

- Byway Programs
- Corridor Management
- Safety Improvements
- Byway Facilities
- Access to Recreation
- Resource Protection
- Interpretive Information
- Marketing

Is this application a resubmission of an unfunded project from a previous year?

- Yes
- No

## Project Location

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State(s) involved in project:

Idaho

Indicate the byway's regional location within the State. Reference prominent landmarks such as parallel major highways, natural features, counties, or large cities, that makes the byway(s) easy to locate in a road atlas.

This project will benefit all 30 Idaho scenic, historic and cultural byways. These are located in all six Idaho Transportation Department Districts.

Briefly describe the project's location(s) on the byway using references to route numbers, byway gateway communities, project location communities and landmarks so any reviewer can identify the project sites.

Project is located at 29 rest areas and gateway/visitor centers located on Idaho's State Highway System. Rest areas are located on the following interstate, US routes and state highways: I15, I84, I86, I90, US12, US20, US26, US30, US93, US95, SH75.

## Associated Byways

State	Byway Name
	City of Rocks Back Country Byway
	Elk River Back Country Byway
	Fort Henry Historic Byway
	Gold Rush Historic Byway
	Hells Canyon Scenic Byway
ID	International Selkirk Loop - Idaho
	Lake Coeur d'Alene Scenic Byway
	Lewis and Clark Back Country Byway
	Lost Gold Trails Loop
	Main Oregon Trail Back Country Byway
	Mesa Falls Scenic Byway
	Northwest Passage Scenic Byway
	Oregon Trail-Bear Lake Scenic Byway
	Owyhee Uplands Back Country Byway
	Panhandle Historic Rivers Passage
ID	Payette River Scenic Byway
	Peaks to Craters Scenic Byway
ID	Pend Oreille Scenic Byway
ID	Pioneer Historic Byway
	Ponderosa Pine Scenic Byway

State	Byway Name
	Sacajawea Historic Byway
	Salmon River Scenic Byway
	Sawtooth Scenic Byway
	Snake River Canyon Scenic Byway
	St. Joe River Scenic Byway
	Teton Scenic Byway
	Thousand Springs Scenic Byway
ID	Western Heritage Historic Byway
	White Pine Scenic Byway
	Wild Horse Trail Scenic Byway
	Wildlife Canyon Scenic Byway

Is this project consistent with the Corridor Management Plan(s) for the byway(s) involved?

- Yes
- No / CMP not available

### Congressional Districts

State	District	Representative (at time of application)
ID	1	Labrador, Raúl R.
ID	2	Simpson, Michael K.

### Abstract

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#### Project Description

Complete the sentence "This project will..." before adding remaining information.

This project will standardize, update and improve the byway traveler and tourist information provided on signage displayed at 29 rest areas, gateways, and visitor centers located on Idaho's State Highway System. Idaho rest areas historically have included a variety of signage describing, interpreting and promoting Idaho byways within a 1-2 hour driving distance.

New standardized 8 foot by 4 foot sign mounts will be installed at each rest area location. Byway signage will be updated with new content that reflects the intrinsic qualities of that portion of Idaho's thirty scenic, historic and cultural byways within a reasonable driving distance or awaiting the traveler on the road ahead.

#### Byway Benefits

Complete the sentence "This project benefits the byway traveler by..." before adding remaining information.

This project benefits the byway traveler by updating signage content and improving the quality of tourist information regarding the state's scenic, cultural and historic byway system.

Travelers are already driving on the State Highway System when they visit one of the state's 29 rest areas. Rest areas provide an opportunity to enlighten visitors about the features and intrinsic qualities of one or more of the byways in the nearby vicinity, and to interest them in taking a side trip to visit a nearby byway or loop of linked byways. Describing these opportunities on an exhibit at the rest area provides an impetus for byway visits to increase and traveler experiences to be enriched.

## Narrative

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### Project Summary

Completely describe all the major elements of your proposed project in a concise but complete summary.

#### PROJECT GOALS

The focus of this project is to update tourist and traveler information signage at rest areas, traveler gateways and visitor centers on Idaho's State Highway System, with an overall goal to improve the quality of interpretive information regarding scenic, historic and cultural byways in the regional vicinity of the rest areas. Interpretive information regarding the intrinsic qualities of nearby byways will be displayed on the new signage in addition to tourism information that will potentially increase the number of visits to the byways and the surrounding communities.

#### OVERVIEW OF IDAHO'S BYWAYS AND REST AREAS

Idaho is rich with nearly 3,000 miles of byways.

There are thirty scenic, historic and cultural byways - several of them with National Scenic Byway or All American Road national status - distributed across all regions of the state. The Idaho Transportation Department (ITD) - the DOT for the state - has geographically divided the state into six Districts. Each District or region has differing histories, cultures and scenic features, resulting in a very robust and diverse repertoire of byways.

Following is a list of Idaho's thirty scenic, historic and cultural byways cross-referenced to the ITD Districts in which they reside:

Lake Coeur d'Alene Scenic - 1 Panhandle Historic Rivers Passage - 1 Pend Oreille Scenic - 1 St. Joe River Scenic - 1 Wild Horse Trail Scenic - 1 White Pine Scenic - 1, 2 Elk River Back Country - 2 Gold Rush Historic - 2 Lewis and Clark Back Country - 2 Northwest Passage Scenic - 2 Hells Canyon Scenic - 3 Main Oregon Trail Back Country - 3 Owyhee Uplands Back Country - 3 Payette River Scenic - 3 Snake River Canyon Scenic - 3 Western Heritage Historic - 3 Wildlife Canyon Scenic - 3 Ponderosa Pine Scenic - 3, 4 City of Rocks Back Country - 4 Peaks to Craters - 4 Sawtooth Scenic - 4 Thousand Springs Scenic - 4 Salmon River Scenic - 4, 6 Oregon Trail-Bear Lake Scenic - 5 Pioneer Historic - 5 Sacajawea Historic - 5, 6 Fort Henry Historic - 6 Lost Gold Trails Loop - 6 Mesa Falls Scenic - 6 Teton Scenic - 6

A few of the byways span multiple ITD districts, and often several byways link together to form looped travel corridors that may be unsurpassed in the variety and richness in the scenic, historic and cultural value given to visitors.

Travel in Idaho typically consists of relatively long distance drives on the Interstate which traverse the northern and southern portions of the state from west to east, with similar long distances along a potpourri of two-lane US numbered routes and state highways traveling in all directions.

Partly for reasons of driver safety, the relatively long travel distances along two-lane roads between urban centers led to a statewide need for strategically placed rest areas. As typical with many rest areas - besides providing amenities for a needed break - these facilities have also provided opportunities for travelers to learn more about the region in which they are traveling and to find out what recreational, scenic or cultural opportunities might await them further down the road.

Considering that rest area visitors are already on the road and are already in the traveling mode, providing them engaging and interesting information at a rest area regarding a nearby byway or loop of byways provides impetus for tourists and travelers to extend their travel to include these other byway opportunities.

For the traveler, this can add to the value of their tour through Idaho; for the cities and towns along the byways, this can add to the economic vitality and opportunities for these local communities.

Rest areas, gateways and visitor centers are located on the following interstates and highways: I-15, I-84, I-86, I-90, US 12, US 20, US 26, US 30, US 93, US 95 and Idaho (State Highway) SH 75.

Based on the configuration of the highway or interstate, there may be separate rest area facilities for east-bound travelers and west-bound travelers at the same general location.

Several of these rest areas are located along major highways or interstates, and are sometimes just inside a geographical border from an adjoining state. In these cases, the basic rest area concept is expanded and developed further into a gateway or visitor center. These facilities have more elaborate parking facilities and amenities, and are often staffed by a traveler information specialist who is available to answer questions, give information and distribute a variety of tourism maps and other printed collateral.

Following is a list of all rest area locations sorted by ITD District:

Idaho Transportation Department District 1 1. Huetter EB – I-90, MP 8 2. Huetter WB – I-90, MP 8

Idaho Transportation Department District 2 3. Lenore (WB only) – US-12, MP 28 4. Lolo Pass (EB only) – US-12, MP 174 5. Mineral Mt (SB only) – US-95, MP 371 6. Sheep Ck (SB only) – US-95, MP 189

Idaho Transportation Department District 3 7. Snake River View (EB only) – I-84, MP 1 8. Blacks Creek EB – I-84, MP 62 9. Blacks Creek WB – I-84, MP 62 10. Midvale – US-95, MP 101

Idaho Transportation Department District 4 11. Bliss EB – I-84, MP 133 12. Bliss WB – I-84, MP 133 13. Jerome (EB only) – I-84, MP 171 14. Cotterell EB – I-84, MP 229 15. Cotterell WB – I-84, MP 229 16. Juniper SB – I-84, MP 269 17. Juniper NB – I-84, MP 269 18. Timmerman – US-20/SH-75, MP 177/101 19. Hagerman – US-30, MP 184

Idaho Transportation Department District 5 20. Massacre Rocks – I-86, MP 31 21. Coldwater – I-86, MP 19 22. Blackfoot NB – I-15, MP 62 23. Blackfoot SB – I-15, MP 62 24. Malad – I-15, MP 25 25. Cherry Creek – I-15, MP 7

Idaho Transportation Department District 6 26. Dubois – I-15, MP 167 27. Clark Hill – US-26, MP 357 28. Lost Trail – US-93, MP 1 29. Big Lost River – US-20/26, MP 265

## PROJECT OPPORTUNITIES AND APPROACH

Typical signage at Idaho's highway rest areas includes the following: - Information regarding the state's driving regulations; - Traveler information including large renditions of the state highway map and mileage charts; - Historic and cultural information describing the region in the vicinity of the byway; and - Substantial tourism and travel information regarding byways in the local area and within a 1 to 2 hour driving radius of the rest area.

There have been a number of byway changes since the original signage was installed, and there currently is a variety of different types of byway signage format and content.

This project will allow a standardization of signage style at the twenty nine rest areas on Idaho's State Highway System with the adoption of a standard 8 foot long by 4 foot high double sided steel mounting frame. The mounting frame is described as "double sided" inasmuch as the sign will be viewable from either side allowing additional content to be installed.

This project is a collaboration between the Idaho Transportation Department (ITD), the Idaho Department of Commerce's Division of Tourism and their creative partners, the Scenic Byway Advisory Committee representing all thirty Idaho byways and byway partner agencies such as Bureau of Land Management and the US Forest Service, along with representatives from organizations such as the Governor's Idaho Recreation and Tourism Initiative (IRTI).

Besides participating as part of the project team, the Idaho Department of Commerce has agreed to pay expenses for the "Design and Layout of Signage" phase of the project which totals \$20,445 – this will meet the majority of the total match requirement for this funding request. Additionally, the Department of Commerce has identified 2012 as the 'Year of the

Byway' in terms of having a point of emphasis for their tourism programs, and consequently are very interested and invested in all aspects of byway interpretation and promotion.

Other points of emphasis for the Department of Commerce includes promoting and emphasizing the use of Idaho's roads and byways for cycling activities, specifically motorcycling and bicycling. Some of the square footage for the new signage can include information relating these activities along the local byways.

Participation from ITD includes the Division of Transportation Performance (ITD-DTP) which will provide oversight and management of the project by the Idaho State Scenic Byway Coordinator who works within ITD-DTP, along with representatives from the ITD Division of Highways and the Highway Sign Shop. ITD will be responsible for any remaining local match amount beyond the contribution from the Department of Commerce.

Project tasks will include the following: 1. The project team will engage and work with a professional graphics design firm: - To develop the conceptual design and layout for the signs; - To begin preparing narrative text, photographs, and maps; and - To create sign designs for each rest area. 2. Sufficient funding is included to allow for additional editing sessions to revise copywriting and photo-work as needed to develop the final designs. 3. The final deliverable will be print-ready imagery that will be used through a contracted fabrication shop to print and finish the signs. 4. Signs will be delivered to the local Idaho Transportation Department District office which will be responsible for installation at the rest area or visitor center in steel mounting frames to be located either inside or outside the rest area/visitor center structure as appropriate. 5. Design, fabrication and installation of installation of the mounting frames is included within this proposal.

The project plan and budget includes the conceptual development, design, layout, preparation of narrative text, photographs, and maps to be used to develop print-ready imagery for production of updated byway traveler information signage in a 96 inch wide by 48 inch high format, suitable for mounting in steel mounting frames. Design, fabrication and installation of installation of the mounting frames are included within this proposal.

The finalized image or print file will be used by an external print shop to produce the signs according to Department standards. Each of the twenty nine signs will be produced consecutively. Signs will be distributed to each District office for final installation.

ITD personnel or contract staff will be tasked to complete the installation of the ITD signage into the mounting frame installed as part of the NSBP funded portion of the project, alongside the scenic byway/tourism-specific signage already present in the frame.

Based on when funding becomes available and the length of the construction season, new signage and mounts can be produced and installed during the remainder of CY 2012 into 2013. Funding can be obligated shortly after notification of award – and dependent on award date – by September 2012.

#### BEING COMPETITIVE WITH INNOVATIVE TECHNOLOGIES

This project provides one of the first opportunities in Idaho to leverage innovative information dissemination technologies such as QR codes on traveler information signage. These barcode- like graphic images - when affixed to a sign with static (i.e. unchanging content) - allows visitors and viewers of the signage to link to a resource on the Internet that may provide more information and rich content to the traveler.

For example, Idaho has made great progress towards developing videos of its historic, cultural and scenic byways. One deliverable from this project will be development and broadcast of an episode of an Idaho Public TV program called "Outdoor Idaho", which traditionally focuses on recreational/tourism opportunities in Idaho. This episode will spotlight byways in each region of the state and will provide a historical background, interesting facts, interviews with local citizens about the byway, etc. for each byway.

It is entirely feasible to link a QR code at a particular rest area in the state to a specific segment from the "Outdoor Idaho" program or other byway footage. Using QR code technology allows the underlying content to be efficiently 'changed out' from a centralized location in favor of new updated content without an expensive on-site visit to the rest areas. This can be leveraged to allow more frequent and meaningful future updates to our rest area byway signage,

possibly linking to information that has values in terms of a specific season of the year or to take advantage of regional tourist events.

This same approach will help Idaho with the Department of Commerce's 'Year of the Byway' campaign, inasmuch as use of QR code technology could be used to develop a program of different messages by rest area and byway for each month or season of the year.

#### SUMMARY OF BENEFITS

This project improves the byway experience for visitors to Idaho by providing interpretive information regarding scenic, historic and cultural byways in the vicinity of rest areas.

Regarding benefits to the local economies, this project provides value in terms of private sector employment, purchase and use of materials, and rental of equipment as needed to complete the installation of signage. - Approximately 275 hours of contracted graphics design work is required; - Approximately 240 hours of contracted sign production labor; - The direct labor requirement is equivalent to fourteen work weeks. - Nearly \$30,000 of purchase of signage and mounting materials; - Over \$22,000 of equipment rental expenses for signage installation.

In regards to longer term benefits, these improvements will provide a competitive edge to the regions and surrounding communities along the byway corridors by increasing the amount of tourism exposure given to the byways. Additionally, the two primary state agencies involved in this project – the Idaho Department of Commerce and the Idaho Transportation Department – gain a competitive edge by standardizing their collaborative signage approach. Use of technologies such as QR codes as described earlier will especially provide a competitive edge in terms of addressing a highway traveler segment of the population that is increasingly tech-savvy.

#### ECONOMIES OF SCALE – TRANSPORTATION COMMUNITY AND SYSTEM PRESERVATION (TCSP)

The Idaho Transportation Department is taking advantage of a discretionary funding opportunity called the Transportation Community and System Preservation initiative or TCSP. Concurrent with this submittal for National Scenic Byway Program Funding, ITD has submitted a request for \$31,440 of additional federal aid to provide updates similar to what has been described for the scenic byway signage – but to do this for the ITD-specific signage displayed at the same group of twenty nine rest areas.

Total Project Costs for this 'complimentary' TCSP project total \$33,930 with tasks similar to those in the application for National Scenic Byway Funding, as follows: - Design and Layout of Signage – conceptual design, layout, copywriting, photowork, finalize print files - Production of Signage – printing signage in the new 8 foot long by 4 foot high format. - Installation of Signage.

The project costs and tasks listed on the TCSP funding application are fully independent of those listed in the National Scenic Byway Funding application and there is no redundancy or duplication.

There can be several economies of scale towards conducting both projects simultaneously (dependent, or course on award of funding): - Use of the same graphic design contract firm allows more consistent and faster completion of design and layout phases of the project; - Similarly, sign production through a single firm could garner a lower unit cost per sign; - Co-scheduling the sign installation leverages labor and equipment resources while minimizing the effect to the traveling public using the rest area facilities.

An application has been submitted to ITD for the TCSP funded portion of the overall project and will be prioritized and submitted to the FHWA following the process used for other TCSP projects.

### **Benefit to Byway Traveler**

Describe how the proposed project will benefit a byway traveler, add to their travel experience or fulfill an important objective of your CMP.

This project benefits the byway traveler by updating signage content and improving the quality of tourist information regarding the state's scenic, cultural and historic byway system.

Travelers are already driving on the State Highway System when they visit one of the state's 29 rest areas. Rest areas provide an opportunity to enlighten visitors about the features and intrinsic qualities of one or more of the byways in the nearby vicinity, and to interest them in taking a side trip to visit a nearby byway or loop of linked byways.

Describing these opportunities on an exhibit at the rest area provides an impetus for byway visits to increase and traveler experiences to be enriched.

Following is a summary highlighting key benefits: - Travelers become informed of byway features in the regional vicinity of the rest area; - Rest area visitors are able to learn about the historical and cultural characteristics of local byways; - Travelers can gain enough information to make an informed decision about whether to travel to a byway in the area; - Travelers equipped with the appropriate technology can leverage the use of links such as QR codes to learn even more about the byways in the area or on which they are traveling; - By having a standardized solution for byway signage, visitors to rest areas are aware ahead of time of the types of information they will see on the byway signage at rest areas. - Byway visitors can become aware of seasonal and regionally-specific events on a byway they intend to visit.

## **Prior Projects**

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Describe any relationship between this project and previously funded National Scenic Byways Program grant projects. In addition, discuss how the proposed work relates to any multi-year work plan byway leaders have developed.

Funds from prior year National Scenic Byway Program grant awards - especially those slated for statewide interpretive signage - may have been used to update signage at some of the rest area locations listed.

## **Project Coordinator**

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Please provide contact information for a person responsible for this project.

Name: John J Krause

Title: Program Manager

Organization: Idaho Transportation Department

Address: 3311 West State Street  
Boise, ID 83707

Phone: 208 334-8292

Fax: 208 334-4424

E-mail: [john.krause@itd.idaho.gov](mailto:john.krause@itd.idaho.gov)

## Work Plan

Milestone/Task	Start Date	Duration	Responsible Party	Justification
Establish funding agreement with State	AAD*			
Project Planning and Kick Off Meeting	AAD + 3 weeks*	1 day	State Scenic Byway Coordinator	A project is created in Idaho Transportation Investment Plan. Sponsoring agencies are solicited to designate a representative for their agency. A Kickoff meeting is planned and conducted.
Engagement of Graphics Design Firm	AAD + 5 weeks*	2 weeks	Project Team	A graphics design firm will be identified and contracted to the project. Existing agreements such as a term or contract agreement will be used to engage resources without necessitating a separate, new procurement process.
Develop a Conceptual Design and Preliminary Layout for Signage	AAD + 7 weeks*	5 weeks	Graphics Designer	This develops the basic design template to be used in laying out signage.
Research and Develop Narratives for Signage (Copywriting)	AAD + 10 weeks*	3 weeks	Graphics Designer	Solicits ideas for copy or narrative for signage; identifies the scenic, cultural and historic items of information to be included.
Integrate Graphics into Signage Designs	AAD + 12 weeks*	3 weeks	Graphics Designer	Identifies and integrates photos, maps, and other graphics content into the template for the signage.
Complete Additional Edits to Draft Signage Templates	AAD + 14 weeks*	3 weeks	Graphics Designer	Provides opportunities for interested parties to refine the narratives, layouts, graphics etc.
Finalize Signage Design and Create Production Print Files	AAD + 17 weeks*	4 weeks	Graphics Designer	Creates the print image files to be used by the production printing shop to create the files. The Print Image file contains all the text, graphic and other layer information to create the signs.

Milestone/Task	Start Date	Duration	Responsible Party	Justification
Production of Signage	AAD + 20 weeks*	4 weeks	Signage Print Shop	Creates the sign based on the finalized design.
Installation of Signage	AAD + 22 weeks*	6 weeks	Idaho Transportation District Staff	Installs new signage mounts and installs new signage.

\* AAD = Actual Award Date (estimated to be May 01, 2012)

## Budget

### Cost Breakdown

#	Description	Total Cost	Requested	Match
1.	Concept/Design/Layout of Signage Content	6,438	5,150	1,288
2.	Copywriting and Photowork	3,219	2,575	644
3.	Additional Edits to Content	4,350	3,480	870
4.	Finalize/Prepare Print Files	6,438	5,150	1,288
5.	Production/Printing of Signage	19,894	15,915	3,979
6.	Fabrication of Signage Mounting Frames	29,667	23,733	5,934
7.	Installation Labor for New Signage	15,660	12,528	3,132
8.	Equipment Rental for Sign Installation	22,417	17,933	4,484
<b>Total</b>		<b>\$108,083</b>	<b>\$86,464</b>	<b>\$21,619</b>

### Matching Funds

Source	Type	Description	Amount
Idaho Transportation Department	Cash		1,174
Idaho Department of Commerce - Division of Tourism	Cash	Payment of Costs for Design and Layout of Signage	20,445
<b>Total</b>			<b>\$21,619</b>

### Funding Allocation

Do the byways involved in the project cross any Federal Lands? (Check all that apply)

- Bureau of Indian Affairs
- Bureau of Land Management
- Fish and Wildlife Service
- National Park Service
- USDA Forest Service

If this project is selected for funding, please indicate your preference for carrying out the project (check one):

- FHWA allocates the funds for the project to the State DOT
- FHWA allocates the funds for the project to one of the Federal Land Management agencies marked above (provide contact information below)
- FHWA allocates the funds for the project to an Indian tribe or tribal government (provide contact information below)

If funding should be allocated to a Federal land management agency or Indian tribal organization, please provide contact information for that organization:

Name:  
Title:  
Organization:  
Address:  
Phone:  
Fax:  
E-mail:

## Attachments

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Use this as a checklist to verify that all attachments are provided with your printed application.



**Idaho Byway Map**

This map shows the number and geographical distribution of Historic, Scenic and Cultural Byways benefitting from this application.

Digital version: [Idaho Byway Map\\_2011.pdf](#) (1.2 MB)



**Idaho Rest Area Map**

Shows the location of Safety Rest Areas on the State Highway System in Idaho

Digital version: [Idaho Safety Rest Area Map 2011.pdf](#) (624.7 KB)



**Idaho 2012 TCSP Application for Rest Area Signage Updates**

This is a complimentary application submitted to the TCSP funding solicitation, and works in concert with this NSBP funding application to update the ITD traveler information at rest areas.

Digital version: [TCSP 2012 Application - Rest Area Signage.pdf](#) (194.7 KB)

## Signatures

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### Application Completeness

I certify that this application is complete and correct, and is eligible for National Scenic Byways funding. (This should be completed by the State's scenic byways coordinator.)

Please print name:	Title:
Signature:	Date:

### Matching Funds Certification

I certify that the matching funds for this project are available for use at the time of application.

Please print name: John J. Krause	Title: Program Manager
Signature:	Date: