

## Marketing and Tourism Plan

A summary of the Ebbetts Pass Marketing Plan is provided in this chapter. The complete Marketing Plan is located in Appendix F. This component of the Corridor Management Plan (CMP) helps communities prepare for the inevitable changing visitation environment within the Ebbetts Pass NSB corridor. It also proactively gives approaches to managing the most likely increase in visitation that would occur with or without a CMP and provides strategies to direct tourism to target areas and maximize the economic benefits to local communities from tourism.

### Introduction

This Marketing Plan is designed to complement county, regional, and state tourism marketing plans as well as the Pacific Southwest Region Recreation strategy. It includes in-depth discussion of target markets and highlights the unique qualities or niches of the Ebbetts Pass communities. The plan also addresses social, economic, and environmental trends, as well as current and future marketing efforts. Developed with community input at public meetings, the marketing goal and its objectives were established. Consistent with Federal Highways Administration (FHWA) guidelines for Corridor Management Plans, opportunities for tour operators and international visitation are discussed. Additionally, this plan offers marketing tools and tactics for attracting and managing tourism within the Ebbetts Pass NSB corridor

These tactics provide opportunities for destination marketing organizations (such as tour bus companies, outfitter and guide companies, etc), resource agencies (Forest Service, California State Parks, Bureau of Land Management) and private sector business to increase the quality of the visitors' experiences while at the same time boost revenue spent in local communities.

Like other Central California routes across the Sierra, Ebbetts Pass NSB provides access to destinations in the Sierra Nevada as well as a way to reach the eastern side of the Sierra Nevada and the attractions of Lake Tahoe and Reno, NV. Compared to the high-speed routes of Highway 50 and Interstate 80, driving the Ebbetts Pass is unique in a few respects. A portion of this route is the only remaining segment in the state highway system that has no centerline and barely allows two-way passing. The lack of a center line, along with dramatic elevation changes, steep grades and sharp curves encourage travelers to traverse the route at a leisurely, if not cautious pace. This allows visitors to experience the scenery in a more intimate fashion than the more heavily traveled routes mentioned above.

Ebbetts Pass NSB is seasonally closed during the winter. Although through vehicle traffic is halted, snowmobiling is allowed on the closed portion of the highway. There are a number of excellent Snow Parks that access snow play areas, cross country ski trails and winter recreation trailheads. Grover Hot Springs State Park is open year round with access to the hot springs and soaking pools. Bear Valley Ski Resort and other public and

private trail systems encourage recreation use along the NSB corridor during the winter months.

## Target Markets

This section summarizes research findings about several travel markets. Niche and core markets for the Ebbetts Pass NSB are developed based on existing research and input from the planning team and the marketing workshops. In the absence of data specific to Highways 4 and 89, findings from other tourism studies are utilized to help understand the opportunities inherent in the scenic route.

### **National Forest Visitors.**

In January 2000 the Forest Service began a visitor use project to develop statistically valid and reliable estimates of forest recreation called the National Visitor Use Monitoring Project (NVUM). The NVUM was designed to collect data from each of the national forests on a five-year rotation. When this document was prepared the Humboldt-Toiyabe National Forests had been surveyed in 2001 and the Stanislaus National Forest research was underway. The Ebbetts Pass Scenic Byway crosses portions of these two national forests so findings from the NVUM program may help planners to understand the forest recreation component of the tourism market. Selected findings from the Humboldt-Toiyabe NVUM project are summarized in another section of the marketing plan. A look at the national snapshot provides this information:

- Nationally there are an estimated 214.1 million visits to national forests each year plus an additional 215.4 million “occasions” of people viewing National Forest scenery (called “viewing corridor occasions”).
- In Region 5, location of the Stanislaus National Forest and the western portion of the route, an estimated 28.7 million national forest visits occurred with an additional 16.3 million “viewing corridor” occasions. In Region 4, location of the Humboldt-Toiyabe National Forests and the eastern portion of the route, an estimated 22 million national forest visits occurred with an additional 9.7 million “viewing corridor” occasions.
- Nationally, almost 70% of National Forest visitors are male and 50% are between the ages of 31-50. Another 11.7% are between the ages of 51-60 and less than 10% are over the age of 61. Ninety-two (92%) of all visitors are white with ethnic/racial representation as follows: Hispanic (3.7%), Asian (1.6%), Native American (.8%), Asian American (.7%), and Pacific Islander (.4%). Note: This data may not reflect visitation in Regions 4 and 5 due to their greater ethnic diversity (Region 5) and high percentage of Hispanic residents (Region 4 and 5).
- Nationally the five most popular activities were: viewing natural features (52.1% of all national forest visits), general relaxing (45.3%), viewing wildlife (37.8%), hiking (36.4%), and driving for pleasure (22.5%).
- Visitors to National Forests report generally high satisfaction with their visits and good agreement between the importance that they attach to a particular facility or service attribute (e.g., scenery, available parking, etc.) and their satisfaction with that attribute. One item, “adequacy of signage” showed gap between the importance of the attribute and visitor satisfaction with the item. This suggests that signage is an area where the Forest Service can make changes to improve visitor satisfaction (USDA Forest Service, National Forest Visitor Use Monitoring, 2002.)

## Tourism in California

Most of California's travel and tourism expenditures and volume (between 82 – 84%) comes from Californians traveling within the state.

The top recreational activities of travelers in California include touring by auto or bus, visiting the beach/waterfront, visiting a theme/amusement park, attending a cultural activity (e.g., play, concert), hiking or biking, visiting a state or national park (2001, California Fast Facts, California Division of Tourism citing D.K. Shifflet & Associates data). The Ebbetts Pass NSB has opportunities to experience all of these activities except a theme/amusement park.

In 2000, California Tourism released the *California Heritage Tourism Report* that prepared a profile of heritage tourism in California. This report considered "A traveler to be a "heritage traveler" if he/she participated in at least one of the following activities: visit national or state park, visit historic site, attend festival/craft fairs, or engage in a cultural (museum/play/concert) activity. Ebbetts Pass has a rich history and cultural sites and events and it is expected that visitors would travel this route as "heritage travelers".

California's heritage travelers are primarily California residents, representing 81.4% of the 1999 total. Resident heritage travelers were traveling for "getaways, special events, and other personal reasons. Non-resident, domestic heritage travelers were more likely to be traveling as part of a general vacation and to visit friends and relatives.

At the September 1999 California Rural Tourism Conference California Tourism made a presentation that included some key information about domestic rural tourism as well as international visitors to rural areas/regions. All data is from 1998-1999. Highlights of this presentation include: 48% (120 million person trips) of California's 250-million person trip travel volume occurred in rural areas of California.

- 38% (24.5 billion dollars) of California's \$64.8 billion dollars in travel spending occurred in rural areas.
- Statewide average per person, per day travel expenditures were \$75.30. In rural areas the daily expenditures were greatly lower than the state average.
- Rural tourism travel trends include an interest in authentic experiences. Shopping remains popular, as do festivals and events. There is an increasing focus on families and children, educational experiences that are fun, and vacation values.
- Some of the more popular activities that international visitors like to do when visiting rural areas are listed in Table 6. This table indicates that the opportunities along Ebbetts Pass NSB are better aligned with the patterns and preferences of visitors from the United Kingdom and Germany. Opportunities for travelers from Japan and South America are less prevalent.

**Table 6. Popular Leisure Activities of Overseas Visitors (1998-1999)**

	Japan	United Kingdom	Germany	S. America
Visit Historical Places	12.4%	43.7%	52.7%	49.0%
Visit Small Towns	32.4%	40.1%	47.5%	46.5%
Visit National Parks	18.5%	36.2%	58.7%	27.2%
Touring Countryside	13.7%	45.8%	61.8%	22.0%
Cultural Heritage	8.1%	31.2%	43.8%	23.2%

### High Sierra Region of California

California tourism describes the High Sierra region as “symbolic of the American wilderness.” “The crystal-clear high country lakes, steaming hot springs, giant sequoias and peaks of the Sierra Nevada are an outdoor enthusiast’s dream.” (2001, California Fast Facts, p. 12). All of Alpine County and the eastern portion of Calaveras County are in this region which includes Highways 4 and 89.

In 2000, the region as a whole (which includes portions of ten other counties) had almost 11 million person trips or 4.3% of California’s total travel volume. There are almost 50,000 travel industry jobs in the region, which means there are approximately 1 in 6 jobs related to travel tourism. At 4.6% of all California tourism jobs, this is slightly higher than the percentage of total travel volume which means travel spending is an important part of the regional economy. Since travel expenditure percentages lag slightly behind travel volume and job percentages, there is room to increase the economic value of tourism in the region.

### Ebbetts Pass Area

Although there is no Ebbetts Pass specific data about visitation in the area, general data about visitor patterns to Calaveras and Alpine Counties can be drawn from several sources.

As stated in the National Forest Visitors section above, the Forest Service collected NVUM data from visitors to the Humboldt-Toiyabe National Forests and is in the process of collecting data for the Stanislaus National Forest. While the data are accurate and applicable forest-wide, it is not site specific to Highways 4 and 89. However it does show some trends.

- 86% of the HTNF visitors interviewed were male and 14% female.
- 53.7% of the visitors were between the ages of 21 and 50.
- 91.6% of the HTNF visitors were white. 3.1% of the visitors were Hispanic, Spanish or Latino with only Native American and Asian visitors as the only other ethnic or racial groups comprising more than 1% of the visitors.

- The five most frequent activities undertaken by HTNF visitors were: hiking, walking, viewing scenery and nature viewing, general relaxation, and hunting. When asked about the primary purpose of the visit, the most frequent primary purposes were: hiking/walking, hunting, viewing scenery, general relaxation, and downhill skiing.
- 17% of the HTNF visitors reported “driving for pleasure” as an activity. Seven percent (7%) reported that driving for pleasure was the primary purpose of their visit.
- Calaveras Big Trees State Park reported 160,744 visitors in FY 2001-2002, of which nearly 48,000 stayed overnight in park campgrounds. Fifty-eight percent (58%) of the park visitation occurred in June, July, and August with another 28% in May.
- Only 14% of total park visitation occurs in the remaining 8 months of the year from September thru April.

The core market for the Ebbetts Pass NSB can be found within a 3 – 4 hour radius of the route. Geographically, the target market lives in the San Francisco Bay area, the Sacramento Valley between Sacramento (60-65% of total visitation) and Modesto, the Front Range or “gold country” counties of the Sierra Nevada, Alpine and Calaveras counties, and Reno/Carson Valley in Nevada. Californians are the primary user group on the eastern side of the route although there is noticeable visitation from Carson City, the Carson Valley (mostly day use) and the Reno area, all in Nevada.

In terms of lifestyle, the target market for the Ebbetts Pass NSB enjoys an active outdoor recreation oriented lifestyle. Compared to residents in other parts of the U.S., western residents are much more likely to engage in walking, hiking, camping, fishing, and sightseeing.

The scenic driving market segment is a desirable one in terms of disposable income. An American Coalition Report in 1995 cites as incomes increase, “so do the percentages of pleasure drivers...49% of those with household incomes over \$50,000 are pleasure drivers”. Figures are similarly and positively correlated with education levels, a desire for family togetherness and involvement in outdoor recreation.

The Ebbetts Pass NSB runs through eastern Calaveras County and Alpine County. Travel spending between 1993 and 1999 increased by 6.1% annually in Alpine County and 6.4% annually in Calaveras County. In both counties travel spending is increasing at a greater rate than the state’s average increase of 5.7% annually. (2001, California Fast Facts, California Division of Tourism, p. 5).

According to Dean Runyan Associates, in 2000, tourism spending in Calaveras County was \$187 million. Travel spending supported an estimated 4,600 jobs and \$8.3 million in state and local taxes were collected. Based on figures provided by the Calaveras (County) Visitors Bureau, more than 50% of the lodging expenditures within the county occurred in Angels Camp. By way of comparison, 1992 travel spending in Calaveras County in was \$114.4 million supporting an estimated 3,510 jobs and generating about \$5.1 million in state and local taxes.

## Niche Markets for the Ebbetts Pass National Scenic Byway

**Outdoor Recreation/Sports Niche.** Outdoor sports and recreation include motorized recreation (e.g., OHV and snowmobile), winter sports (e.g., skiing, snowmobile riding, snow play, cross-country skiing, snowboarding and snow parks), water recreation, trail/hiking enthusiasts, camping, motorcycling, and mountain biking. Most of the winter recreation and non-water recreation is trails-based. Fishing is an increasingly popular outdoor recreation pursuit; the fly-fishing and lake fishing opportunities are excellent along the corridor.

**Ambiance Niche.** Rest and relaxation in a beautiful place other than “home” is the goal of many visitors to the area. Ambiance seekers come for entertainment and special events, cooler temperatures, rest and relaxation, wine-tasting and fresh mountain air.

**Universal Design Niche.** State and federal natural resource agencies have increased the number of accessible recreation and heritage opportunities along the route. Renovation plans call for additional retrofitting of facilities and sites to providing an attractive option for traveling parties that include persons with mobility considerations (e.g., walkers, canes, crutches, strollers) and visitors with disabilities.

**Natural/Cultural Heritage Niche.** The Ebbetts Pass NSB corridor travelers have opportunities to learn more about these natural/cultural themes: volcanism and glaciers, wildlife, sequoias (big trees), emigrant trails, and silver mining.

The Ebbetts Pass corridor has opportunities for niche development of small group affinity tours (e.g., heritage, outdoor recreation), senior tours, social recreation groups, and car and motorcycle clubs. Unlike many rural corridors and routes, the Ebbetts Pass NSB has a sufficient inventory of sleeping rooms on or near the route to support these groups and provide maximum economic benefits from the visitation.

**Travel and Tourism Trends.** The sheer magnitude of California's increase in population and the state's high percentage (82-84%) of in-state (e.g., residential) visitation will increase tourism throughout the state. Of particular importance to the Ebbetts Pass NSB will be the increase in population in the valleys (e.g. Sacramento and San Joaquin) as well as the growing population of the San Francisco Bay area. Travel distance for “getaway” weekends will continue to decrease but the population is steadily moving into the valley and foothills, closer to the Ebbetts Pass NSB corridor.

**Economic Trends.** California is currently dealing with the economic uncertainty associated with the economic slowdown that began in early 2001 and has grown to include a daunting state deficit. The anxiety associated with looming international conflicts and close-to-home budget woes is battering consumer confidence, a key gauge of willingness to travel.

Leisure travel, however, has been redefined rather than eliminated. People are taking more automobile -based trips closer to home. Vacationers find themselves drawn to moderately priced, high value excursions. Scenic byways represent an “auto-centric” tourism product and should flourish in the emerging tourism marketplace that values close, preplanned excursions to allow people to reconnect with nature and loved ones.

**Social Trends.** California is a vast state with countless social trends. Long viewed as a bellweather state, there are two social trends that will exert a particularly strong influence along the Sierra Nevada. First, the out-migration from California's urban areas will continue to fuel the growth of second-home and retirement home development throughout the Sierra Nevada and in the Carson Valley. The second trend is the migration to the fringes of cities and more rural areas of California. California continues to be one of the nation's top states for immigration and the socio-cultural environment of California is rapidly changing.

Outdoor recreation patterns and preferences vary greatly and natural resource managers are struggling to balance demand of quality recreation, meeting diverse needs of users while protecting the environment, and maintain existing facilities. The Ebbetts Pass NSB corridor will be influenced in very different ways by these two migration-related social trends.

**Environmental Trends.** The urban, coastal portions of California, Oregon, and Washington have been in the forefront of the environmental movement. Certainly the biodiversity of California along with its large number of threatened and endangered species has elevated awareness and interest in environmental issues and impacts. At the same time, there is renewed emphasis within the Forest Service on fuels reduction and watershed health. The Sierra Nevada Framework set the tone for forest priorities and planning and exerts an influence on the expansion and/or enhancement of outdoor recreation and heritage opportunities.

**Recreation/Leisure Trends.** For the past 10 – 15 years there has been an upswing in adventure recreation that has been joined more recently by an increased interest in cultural heritage. More mechanized and motorized forms of recreational transportation (e.g., snowmobiles, ATVs, scooters) and more technologically advanced forms of conveyance (e.g., mountain bikes and all forms of "boards"), to shape the outdoor recreation market and lifestyle. Californians follow this trend as techno-savvy, many with in-home access to the internet, and a tendency to buy and use "techno-toys" such as GPS units, in-line skates designed for trail conditions, electronic fish-finders and other specialized gear to use in leisure and outdoor recreation pursuits.

The primary change in the psychographic profile (e.g., attitudes, intentions, and beliefs) of the contemporary consumer is one of choice and entitlement. Consumers are seeking and expecting more choices, more value and more amenities for their leisure dollars. The western U.S. lifestyle (active and outdoor oriented), lends itself to national trend setting in areas of lifestyle, recreation activities and outdoor equipment. At the same time, more people indicate that "doing nothing" and "escaping" are among the prime motivators of travel. In the wake of economic uncertainty and the violence of September 2001, folks are looking for travel opportunities closer to home and accessible by automobile. Indicators used to monitor the amount of interest in and visitation to the Ebbetts Pass NSB include: fuel cost, Bay Area Consumer Sentiment, "Capital" Mood, Media Interest, and country activities in War.

**Present Marketing and Tourism Efforts.** Although the Ebbetts Pass was recognized as a California Scenic Highway more than 30 years ago, the Ebbetts Pass Scenic Highway has only been promoted in a limited manner. Current marketing efforts (past five years), includes brochures, magazines, visitor guides, internet website and other information distribution systems has increased the awareness of the Ebbetts Pass corridor as well as raised awareness of the scenic beauty of Highway 4..

**Positioning the Ebbetts Pass National Scenic Byway.** “Positioning” a destination consists of the actions and strategies undertaken to distinguish the destination from all others. Positioning a destination requires an understanding of its relative strengths and weaknesses compared to other competitors.

## Future Marketing and Tourism Efforts

In the summer and early fall of 2002, the Ebbetts Pass planning group met to discuss the marketing and promotion elements of the Corridor Management Plan. Recognizing that the population along the west portion of California is growing rapidly, workshop participants living in the west are supportive of marketing and promotion efforts that:

- 1) distribute demand along the route,
- 2) distribute demand throughout the week, and
- 3) distribute demand across the shoulder seasons (year-round). On the eastern portion of the route, there is a general desire to increase the economic vitality of tourism. There is less concern about visitor impacts and the demand distribution.

Rather than increasing demand for the route, most of the planning group wants to

- 1) 1) enhance the quality of the visitors' experiences and to, and
- 2) 2) increase the value of visitors' expenditures to the local economy. These twin emphases are incorporated into a single marketing goal for the Ebbetts Pass NSB.

### **Marketing Goal for the Ebbetts Pass National Scenic Byway.**

*The marketing goal for the Ebbetts Pass National Scenic Byway is to distribute demand throughout the scenic corridor by increasing the destination characteristics of the scenic route.*

The following five objectives will help achieve the Ebbetts Pass NBS marketing goal:

**Objective 1:** Develop an identity for the Ebbetts Pass National Scenic Byway.

**Objective 2:** Enhance the visitors' experience along the Ebbetts Pass Scenic Byway corridor

**Objective 3:** Manage growth/distribute demand along the Ebbetts Pass Scenic Byway corridor

**Objective 4:** Increase profitability of businesses along the EPSB.

**Objective 5:** Develop positive “threshold experiences” that build confidence and inspire a stewardship ethic in new users of public lands.

## Marketing Tools and Tactics

Marketing tactics, or tasks, were developed and are listed in a table in the complete Marketing Plan located in Appendix F. Tactics were grouped into the following categories: Cooperation, Identity, Interpretation, Media, Planning, Target Market Development, and Website. These tactics support the overall marketing goal for the Ebbetts Pass Scenic Byway.

Marketing Timelines. Local interests and available resources will determine timing for the implementation of the various marketing tactics. Items identified for immediate implementation will be scheduled for 2003. The financial resources for these tactics have already been pledged or secured and the partnerships are in place for immediate implementation of the marketing tactics.

Short-range tactics will be pursued between 2004 and 2006 as time and money permits. Since many of the short-range tactics will require substantial resources, financial and human, outside contributors (e.g., grants and agency appropriations) will be necessary to secure the resources necessary to implement many of the short-range tactics. Long-range tactics will be pursued in 2007 and beyond.

## Marketing Budget

Many of the marketing tactics or projects can be implemented without large, additional investments of money and may be completed for \$25,000 – \$50,000. Other projects will require significant infusions of time and money. A realistic annual budget for the Ebbetts Pass Scenic Byway will be developed.

## Assessment/Updating Marketing Activities

Prior to implementation, each component of the marketing plan will be assessed for its ability to further the marketing goal and vision for the Ebbetts Pass NSB. A formal plan for assessment, including a mechanism for evaluating Return On Investment (ROI) will be defined prior to the implementation of any marketing initiative or tactic.

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## Implementation Strategy

### Implementation Activities and Responsibilities

The Ebbetts Pass National Scenic Byway (NSB) has been recognized and managed as a unique scenic resource by both the State of California and the Forest Service since the early 1970's. National recognition increases opportunities for funding and would assist local communities and agencies in managing this spectacular corridor and implementing this plan. It can become a challenge to determine which projects are more important and need to get done first.

In Table 7, on page 101, a list of projects was developed in the process of creating this CMP. Higher priority tasks were noted. This list can be updated and assessed at local situations change.

The following criteria can help set community and agency priorities in accomplishing tasks.

- Enhance Health and Safety
- Enhance Quality of Visitor Experience
- Enhance and Improve Accessibility
- Consistent with Core Interpretive Themes

Additionally, the following factors are important to consider in order to successfully complete a project.

- If Required, Site Specific Environmental Analysis (National Environmental Policy Act or NEPA) Underway or Completed
- Potential for Partners and Volunteers
- Funding and Staffing Available
- Long Term Maintenance Addressed

### Monitoring

The Calaveras and Alpine County Boards of Supervisors will review goals, objectives, and priorities five years after adoption (August 2, 2004) of the Corridor Management Plan (CMP) to determine current relevance and celebrate successes. If adjustments are necessary, they will occur after public input has been sought.

## Conditions

The Calaveras County Board of Supervisors will approve appointments of individuals from Calaveras County to the Ebbetts Pass Scenic Byway Working Group, when such a group is formed to implement this Plan.

Any committee or board empanelled to provide direction or oversight of the Ebbetts Pass Scenic byway will not recommend that legally permissible timber harvest and management practices (as regulated by the California State Board of Forestry) be constrained or eliminated now or in the future.

Any legally permissible business practices now following county of Calaveras Zoning ordinances will not be constrained or eliminated now or in the future.

## Removing Designation

Jurisdictions that want to remove designation. Under certain circumstances jurisdictions can choose to be removed from the management plan and therefore from the designated National Scenic Byway at any time. A bi-annual review process is also available to any jurisdiction that wants to be de-designated for other reasons. Both of these processes are described in further detail.

Under the following conditions jurisdictions can apply to be removed from the management plan at any time:

- FHWA changes regulations and/or their interpretation of regulations; and/or
- CalTrans changes regulations and/or its approach to managing Highway 4 as a Scenic Byway as documents in the Corridor Management Plan.

Under these conditions, the following steps must be taken:

- A City or County representative send notification to CalTrans. Upon receipt of the notification, a designation review meeting is set up and attended by the local jurisdiction (and in the case of a city, the county within which the city is located), CCOG representatives, CalTrans, and FHWA.
- This group will review the reasons for the notice and document them.
- If the jurisdiction's concerns cannot be addressed through this review meeting, CalTrans will formally notify FHWA that the jurisdiction is no longer a part of the official Scenic Byway corridor.

# Implementation Strategy

**Table 7. Ebbetts Pass Priority Projects**

<b>Ebbetts Pass Project List (high priorities demarcated)</b>									
<b>Priorities</b>	<b>Project/Type/Activity</b>	<b>➤ Check the criteria below if addressed in proposed project.</b>							
		<b>Health and Safety</b>	<b>Quality Visitor Experience</b>	<b>Accessibility Addressed?</b>	<b>Consistent with Interpretive Themes?</b>	<b>Environ. Analysis Clearance (Yes /No /Not Applicable)</b>	<b>Partner / Volunteer Potential</b>	<b>Funding / Staff Available?</b>	<b>Long Term Maintenance Addressed?</b>
High Medium Low	(Planning, project development, construction, printed material, presentations, exhibits, etc.)								
<b>ENHANCE HEALTH AND SAFETY</b>									
High	Redesign and improve parking at Pacific Crest Trailhead to accommodate stock users; possibly add a lower tier parking area. Provide orientation and interpretation and accessible toilets		X	X			X		
High	Discourage unsafe fishing practices along edge of highway side of Mosquito Lake. Provide safe zones between NSB and lake. Add interpretive displays at Mosquito Lakes. (Interpretive site #30)	X	X	X		No	X		
High	Develop accessible parking and vista site at Cape Horn Vista. (Interpretive site #33)	X	X	X	X		X		

## Ebbetts Pass Project List *(high priorities demarcated)*

Priorities	Project/Type/Activity	➤ Check the criteria below if addressed in proposed project.									
		Health and Safety	Quality Visitor Experience	Accessibility Addressed?	Consistent with Interpretive Themes?	Environ. Analysis Clearance (Yes /No /Not Applicable)	Partner / Volunteer Potential	Funding / Staff Available?	Long Term Maintenance Addressed?		
High Medium Low	(Planning, project development, construction, printed material, presentations, exhibits, etc.)										
	Eliminate long term roadside parking for PCT users at Ebbetts Pass. Encourage PCT parking at south trailhead. Enhance short term parking.										
<b>ENHANCE VISITOR EXPERIENCE</b>											
High	Develop scenic byway entry portal at Calaveras Ranger Station, Hathaway Pines. Disseminate orientation materials from portal.										
High	Develop scenic byway entry portal at Markleeville Chamber of Commerce. Disseminate orientation materials from portal. (Interpretive site #1)										
High	Construct public restrooms at the Markleeville Visitor Information Center.										
	Enlist private recreation providers to supply scenic byway information to visitors.										

## Ebbetts Pass Project List *(high priorities demarcated)*

Priorities	Project/Type/Activity	➤ Check the criteria below if addressed in proposed project.									
		Health and Safety	Quality Visitor Experience	Accessibility Addressed?	Consistent with Interpretive Themes?	Environ. Analysis Clearance (Yes /No /Not Applicable)	Partner / Volunteer Potential	Funding / Staff Available?	Long Term Maintenance Addressed?		
High Medium Low	(Planning, project development, construction, printed material, presentations, exhibits, etc.)										
	Provide some improvements to Centerville Flat Town Site (dispersed camping area) to define parking areas and provide restrooms and interpretive displays. (Interpretive site #10)		X	X	X						
	Close existing dispersed pullouts and improve the best one at Aspen Grove Basaltic View. Develop interpretive display at the improved pullout. (Interpretive site #19)										
	Influence a sign ordinance consistent with design guidelines.		X		X						
	Develop incentive program that encourages private landowners to retain or add to the scenic integrity of the corridor and improve accessibility.						X				

## Ebbetts Pass Project List *(high priorities demarcated)*

Priorities	Project/Type/Activity	➤ Check the criteria below if addressed in proposed project.	Health and Safety	Quality Visitor Experience	Accessibility Addressed?	Consistent with Interpretive Themes?	Environ. Analysis Clearance (Yes /No /Not Applicable)	Partner / Volunteer Potential	Funding / Staff Available?	Long Term Maintenance Addressed?
High Medium Low	(Planning, project development, construction, printed material, presentations, exhibits, etc.)									
	Encourage establishment of policies in Calaveras County that protect steep slopes, open areas, ridges, peaks, and other skyline features from activities that may impact the viewshed on Ebbetts Pass Scenic Corridor.			X						
	Develop web site to house the "Ebbetts Pass Story". Seek academic partners to research and develop the whole story. Include recreation opportunities, both public and private.			X	X	X				
<b>ENHANCE ACCESSIBILITY</b>										
High	Provide opportunities for wheelchair accessibility throughout the Lake Alpine complex			X	X	X	X	X	X	
High	Renovate Noble Canyon to incorporate accessibility.									

## Ebbetts Pass Project List *(high priorities demarcated)*

Priorities	Project/Type/Activity	➤ Check the criteria below if addressed in proposed project.									
High Medium Low	(Planning, project development, construction, printed material, presentations, exhibits, etc.)	Health and Safety	Quality Visitor Experience	Accessibility Addressed?	Consistent with Interpretive Themes?	Environ. Analysis Clearance (Yes /No /Not Applicable)	Partner / Volunteer Potential	Funding / Staff Available?	Long Term Maintenance Addressed?		
	Rehabilitate Markleeville Campground to allow for ADA accessible camping opportunities and add interpretive signs as identified in interpretive inventory. (Interpretive site #3)		X	X							
	Improve ADA accessibility for parking and river view at Carson River Wildlife Viewing site. (Interpretive site #4)		X	X							
	Improve ADA accessibility for parking and river access at Pebble Beach (BLM). Construct restrooms if feasible. (Interpretive site #6)		X	X							
	Renovate Hangman's Bridge to be more accessible		X	X							
	Renovate Kinney Reservoir to be more accessible										
	Provide opportunities for wheelchair accessibility at Mosquito Lake.										

## Ebbetts Pass Project List (high priorities demarcated)

Priorities	Project/Type/Activity	Health and Safety	Quality Visitor Experience	Accessibility Addressed?	Consistent with Interpretive Themes?	Environ. Analysis Clearance (Yes /No /Not Applicable)	Partner / Volunteer Potential	Funding / Staff Available?	Long Term Maintenance Addressed?
High Medium Low	(Planning, project development, construction, printed material, presentations, exhibits, etc.)								
<b>ENHANCE INTERPRETATION</b>									
	<b>Interpretive Theme:</b>	<b>F = Fortune and Silver</b>	<b>P = Peak Experience</b>	<b>L = Linger Longer</b>	<b>G = General</b>				
High	G Develop interpretive auto tour brochure.		X						
High	G Develop image/icon system for corridor.		X		X	N/A			
High	G Assist with updating Calaveras Big Trees Interpretive Center. Incorporate an scenic byway map			X	X	YES			
	G Develop walking tour brochure/ map of historic structures in Markleeville.		X						
	F Update interpretive signs and develop accessible parking area at Silver Mountain City jail site. (Interpretive site #14)	X	X	X					

## Ebbetts Pass Project List (high priorities demarcated)

Priorities	Project/Type/Activity	➤ Check the criteria below if addressed in proposed project.									
High Medium Low	(Planning, project development, construction, printed material, presentations, exhibits, etc.)	Health and Safety	Quality Visitor Experience	Accessibility Addressed?	Consistent with Interpretive Themes?	Environ. Analysis Clearance (Yes /No /Not Applicable)	Partner / Volunteer Potential	Funding / Staff Available?	Long Term Maintenance Addressed?		
	<b>Interpretative Theme:</b>	<b>F = Fortune and Silver P = Peak Experience L = Linger Longer G = General</b>									
	F Develop trailhead and interpretive display at Silver Creek Canyon Vista site. (Interpretive site #16)	X	X	X	X						
	F Improve organization of Hermit Valley dispersed use area through rustic, subtle design elements. Improve interpretive signage. (Interpretive site #26)		X	X	X						
	P Add interpretive displays at Pacific Valley. (Interpretive site #27)		X								
	Add interpretive displays at existing turnout at Big Hill Vista. (Interpretive site #28)	X	X	X	X						
	Add to interpretive displays at Stanislaus Meadow. (Interpretive site #32)										

This table can be updated and priorities may shift. It is a starting point in determining how to implement this plan.

## The Next Steps

What happens to the Ebbetts Pass corridor planning efforts from here? There are a couple of directions the community and interested landowners can pursue as a result of these planning efforts.

Local community members, affected government agencies, business interests, and land owners need to decide if they want to pursue and apply for National Scenic Byway status.

Fortunately, much of the information needed for the application is located within this CMP if the decision is made to pursue National Scenic Byway status. Applications, deadlines, are located on the national byways website, [www.bywaysonline.org/nominations](http://www.bywaysonline.org/nominations).

Regardless of whether the community decides to apply to for national scenic byway status or not, the following steps can be taken. The benefits of officially being recognized as a National Scenic Byway were discussed in Chapter 1. Generally, if national designation is not pursued then, it is likely that “high” priority projects (listed above) will be accomplished more slowly as funding, partners, and time permits.

Although attaining national designation opens more funding opportunities, many of the funding sources listed in the following chapter would be available to seek even without nationally recognized status. Concepts and ideas generated through the planning process can still act as a starting point to select projects or programs that are agreed upon by many in the community.

## Funding and Financing

As a National Scenic Byway, Ebbetts Pass Highway 4 is eligible for several funding and financing options. Three main sources of funding opportunities exist for scenic highways – Federal Government, State Government, and private sources. The majority of funding will be found at the Federal and State levels through government grants, trusts, and assistance programs.

Each funding program has requirements for applicants and stipulations on how monies can be used. Some require National Scenic Byway designation as a prerequisite to application. Other grantors do not.

Although not exhaustive, many funding opportunities are detailed on the table in the remainder of this chapter. Many of the following funding sources were located within the Catalog of Federal Domestic Assistance at <http://www.cfda.gov/>.

The following is a list of abbreviations. You may find these referenced within this table.

USDA	United States Department of Agriculture
USDI	United States Department of Interior
BLM	Bureau of Land Management
FS	Forest Service
NPS	National Park Service
DOT	Department of Transportation
FHWA	Federal Highways Administration
CalTrans	California Department of Transportation
TEA	Transportation Enhancement Activities
RTPA	Regional Transportation Planning Agency
SHPO	State Historic Preservation Office
CALACOG	Calaveras Council of Governments

**Sample Table**

GRANT MANAGING ORGANIZATION	TYPE OF PROPOSAL	APPLICANT ELIGIBILITY	DESCRIPTION If Applicable, <a href="http://www.cfda.gov">www.cfda.gov</a> CATALOGUE NUMBER	TYPICAL \$ RANGE
USDI-National Park Service (NPS)  <a href="http://www.cfda.gov/public/viewprog.asp">www.cfda.gov/public/viewprog.asp</a>	Outdoor recreation development & planning	For state Agencies and Partners.	Outdoor recreation acquisition.  15.916	\$150 - \$5,000

**Table 8. Potential Federal Funding Sources**

GRANT MANAGING ORGANIZATION	TYPE OF PROPOSAL	APPLICANT ELIGIBILITY	DESCRIPTION <i>If Applicable, <a href="http://www.cfda.gov">www.cfda.gov</a> CATALOGUE NUMBER</i>	TYPICAL \$ RANGE
USDI-National Park Service (NPS) <a href="http://www.cfda.gov/public/viewprog.asp">www.cfda.gov/public/viewprog.asp</a>	Outdoor recreation development & planning	For state agencies and partners.	Outdoor recreation acquisition  15.916	\$150 - \$5,000
DOT-Federal Hwy Administration (FHWA) <a href="http://www.fhwa.dot.gov">www.fhwa.dot.gov</a>	Scenic and historic hwy improvements & construction	For state transportation and federal agencies.	Transportation Enhancement Activities, (TEA-21) Funding	
National Scenic Byways Program <a href="http://www.byways.org">www.byways.org</a>	Interpretive information	Byway sponsors	Interpretive and educational programs and projects	
Forest Highway Funds <a href="http://www.wfl.fha.dot.gov">www.wfl.fha.dot.gov</a>	Access to and within state and national forests.	For state and USDA, Forest Service (FS).	Road improvements	
Public Lands Highway Funding <a href="http://www.dot.ca.gov">www.dot.ca.gov</a>	Any public road accessing federal lands.	State departments of transportations	Road improvements	
USDI, USDA, Fee Demonstration Project, <a href="http://www.fs.fed.us/recreation/programs">www.fs.fed.us/recreation/programs</a>	Enforcement & maintenance of byways	Federal agencies.  <i>Note: these temporary authorities are being reviewed in congress, subject to change.</i>	Law enforcement of fee demo program areas, maintenance	Min, of 80% of collection on site, amount varies.
National Forest, Dependent Rural Communities <a href="http://www.fs.fed.us/links/stateandprivate">www.fs.fed.us/links/stateandprivate</a>	Ski areas, tourism, and recreation opportunities	Rural communities	Rural communities dependant on national forests and USDA, Forest Service  10.670	\$1000-\$30,000
USDA Forest Service <a href="http://www.fs.fed.us/spf/coop/eap.htm">www.fs.fed.us/spf/coop/eap.htm</a>	Technical assistance, training, and education	Tribal nations, state and federal agency, local government, non-profit foresters,	Rural development, forestry, & communities  10.672	\$1000 - \$50,000
USDA, Forest Service <a href="http://www.fs.fed.us">www.fs.fed.us</a>	Share of receipts from national forest locally generated revenue	States and territories	Local schools and roads  10.665	\$35 - \$160,000,000
USDA, Forest Service <a href="http://www.fs.fed.us">www.fs.fed.us</a>	Share of receipts from National Grasslands and Land Utilization projects	Counties	Local schools and roads  10.666	\$5 - \$1,700,000
USDA, Rural Utilities Service <a href="http://www.rurdev.usda.gov">www.rurdev.usda.gov</a>	Installation, repair, improvements of rural water facility	Rural communities	Water and waste disposal systems  10.760	\$3,400 - \$9,900,000

**Table 8. Potential Federal Funding Sources - continued**

GRANT MANAGING ORGANIZATION	TYPE OF PROPOSAL	APPLICANT ELIGIBILITY	DESCRIPTION <i>If Applicable, <a href="http://www.cfda.gov">www.cfda.gov</a></i> CATALOGUE NUMBER	TYPICAL \$ RANGE
BLM, Cultural and Recreation Group 202/452-0330 <a href="http://www.blm.gov">www.blm.gov</a>	Promotion of heritage management, education, interpretive signs, training	BLM lands	Cultural resource management 15.224	\$100 - \$10,000
BLM <a href="http://www.blm.gov/nhp/index.htm">www.blm.gov/nhp/index.htm</a>	Manage or upgrade recreational resources/facilities	BLM land	Recreation resource management 15.225	\$300 to \$50,000
National Park Service <a href="http://www.ncrc.nps.gov/trca">www.ncrc.nps.gov/trca</a>	Develop new trails and greenways; access and views, conserve open space	Provides staff assistance to support partnerships between government and citizens for landscape protection	Rivers, Trails and Conservation 15.921	Staff assistance only
National Park Service <a href="http://www.cr.nps.gov/nr">www.cr.nps.gov/nr</a>	Public education, tourism efforts, Kiosk information	Non profit, federal, state, and local governments	National Register of Historic Places 15.914	\$230,000 - \$1,400,000
National Park Service <a href="http://www.cr.nps.gov">www.cr.nps.gov</a>	Technical information/provision of specialized services	Federal agencies, state and local governments, and individuals	Technical Preservation Services 15.915	Salaries and expenses
National Park Service Chief, Recreation Programs 202/565-1200	Acquisition and development of public facilities, such as picnic areas, campgrounds, bike trails	Assist states in planning	Outdoor Recreation— Acquisition, Development and Planning 15.916	\$150 to \$68,000
Federal Highways Admin., Dept. of Transportation <a href="http://www.fhwa.dot.gov/environment/rectrail.htm">www.fhwa.dot.gov/environment/rectrail.htm</a>	Maintenance & restoration of existing trails; development & rehabilitation of trailhead facilities and trail linkages	Private organizations, county, state, or federal agencies	Recreation Trails Program 20.219	\$400,000 - \$700,000

**Table 8. Potential Federal Funding Sources - continued**

GRANT MANAGING ORGANIZATION	TYPE OF PROPOSAL	APPLICANT ELIGIBILITY	DESCRIPTION <i>If Applicable, <a href="http://www.cfda.gov">www.cfda.gov</a> CATALOGUE NUMBER</i>	TYPICAL \$ RANGE
Federal Transit Authority <a href="http://www.fta.dot.gov/research">www.fta.dot.gov/research</a> <a href="http://www.calacog.org">www.calacog.org</a>	Assessing and improving local transportation conditions, such as bus routes	State and local governments, transit agencies, private organizations, universities	Transit Planning and Research 20.514	Up to \$50,000,000
National Highway Safety Administration <a href="http://www.cfda.gov">www.cfda.gov</a>	Pedestrian and Bicycle Safety	States, federally recognized Indian tribes	State and Community Highway Safety 20.600	\$340,000 - \$13,000,000
Institute of Museum and Library Services Office of Museum Services (202) 606-4644 <a href="http://www.cfda.gov">www.cfda.gov</a>	Efforts to conserve the Nation's historic, scientific, and cultural heritage	Museums established a minimum of 2 years prior to application	Conservation project support 45.303	\$3,000
Environmental Protection Agency Office of Water <a href="http://www.epa.gov/owow/wetlands">www.epa.gov/owow/wetlands</a>	Protect, manage, restore wetlands	State, tribal, government agencies, non-profit organizations	Wetlands Grant 66.461	\$1,500 - \$490,000
Corporation for National and Community Service  (202) 606-5000, ext 474	Create environmental and public service programs. Trail building, restoration work	States, federal agencies, nonprofit organizations	AmeriCorps, Corporation for National and Community Service 94.005	Project grants  Matching funds for living allowance for the volunteers and operating expenses
National Park Service, Technical Preservation Services <a href="http://www.cr.nps.gov/nr/">www.cr.nps.gov/nr/</a>	Preservation of historic properties	Any private, state, or federal property that qualifies.  <i>State Historic Preservation Office (SHPO) makes official determinations of historic property.</i>		Up to \$380,000 plus matching funds
National Park Service, Natl. Register of Historic Places <a href="http://www.cr.nps.gov/nr/">www.cr.nps.gov/nr/</a>	Kiosk and interpretive funds for historic places	Any tribal, state, or federal property that qualifies.  <i>SHPO makes official determinations of historic property.</i>		
National Park Service Rivers, Trails, and Conservation <a href="http://www.nps.gov/rtca">www.nps.gov/rtca</a>	Development of trails and greenways	Non-profit, federal, state, and local agencies and communities		

**Table 9 Potential State Funding Sources**

GRANT MANAGING ORGANIZATION	TYPE OF PROPOSAL	APPLICANT ELIGIBILITY	DESCRIPTION <i>If Applicable, <a href="http://www.cfda.gov">www.cfda.gov</a></i> CATALOGUE NUMBER	TYPICAL \$ RANGE
California Department of Transportation <a href="http://www.dotca.gov/hq/TransEnhAct">www.dotca.gov/hq/TransEnhAct</a> or <a href="http://www.tea21.org">www.tea21.org</a> for <a href="#">funding tables</a>	Transportation enhancement projects such as development or renovation of recreational trails, etc.	Local Groups, through Regional Transportation Planning Agency (RTPA)		Specific project allocations, varies widely.  20% non-federal match required.
California Coastal Commission <a href="http://www.COAST4u@COASTAL.CA.GOV">www.COAST4u@COASTAL.CA.GOV</a> 800/262-7848	Environmental education grants for projects that enhance or protect inland watersheds	Non-profit organizations or government entities	Whale Tail Grants	Up to \$50,000
Department of Parks and Recreation <a href="http://www.dot.ca.gov/hq/LandArch/">www.dot.ca.gov/hq/LandArch/</a> or <a href="http://www.calacog.org">www.calacog.org</a>	Design, construction, or expansion of new transportation facilities/trails	Local groups and governments, through RTPA	Environmental enhancement & mitigation program	
State Transportation Improvement Program (STIP) <a href="http://www.calacog.org">www.calacog.org</a>	Projects on or off the state highway system	Project must be identified as a priority to the region in the county's regional plan, RTPA		

**Table 10 Potential Local Partners**

GRANT MANAGING ORGANIZATION	TYPE OF PROPOSAL	APPLICANT ELIGIBILITY	DESCRIPTION <i>If Applicable, <a href="http://www.cfda.gov">www.cfda.gov</a></i> CATALOGUE NUMBER	TYPICAL \$ RANGE
USDA ,Forest Service Stanislaus National Forest	Recreation, fisheries, wildlife, conservation education	Public and private, local, state, and/or federal partners	Challenge Cost-Share Program Recreation, Heritage, Wilderness Resources	Need 50% match -in-kind services eligible for match
Calaveras Council Of Governments <a href="http://www.calacog.org">www.calacog.org</a>	Transportation improvement	Local, state, and federal agencies and partners.		varies
RTPA <a href="http://www.dot.ca.gov">www.dot.ca.gov</a>	Community planning and transportation	Local agencies, tribal governments	Collaboration partnerships	
Calaveras Big Trees Association <a href="http://www.bigtrees.org">www.bigtrees.org</a>	Variety of improvements or interpretive programs for Calaveras Big Trees State Park	Calaveras Big Trees State Park, local educational groups (schools, etc.)	Funding and staff to provide interpretive information/projects/exhibits for Calaveras Big Trees State Park	Volunteer and in-kind services, and small amounts of money
Calaveras Trails Coalition <a href="mailto:sdiers@ebmud.com">sdiers@ebmud.com</a>	Trail clearing and maintenance			Volunteer and in-kind services

**Table 11. Potential Private Foundations and Other Sources of Funding**

GRANT MANAGING ORGANIZATION	TYPE OF PROPOSAL	APPLICANT ELIGIBILITY	DESCRIPTION <i>If Applicable, <a href="http://www.cfda.gov">www.cfda.gov</a></i> CATALOGUE NUMBER	TYPICAL \$ RANGE
Pacific Gas and Electric Company Contributions Program <a href="http://www.pge.com/about_us/communities/contributions.html/">www.pge.com/about_us/communities/contributions.html/</a>	Program development for environmental beautification programs, natural resources, recreation, parks, education	Non-profit and community groups	Community development in Northern and Central California	\$1,000 - \$10,000
Resources for Community Collaboration <a href="http://www.rccproject.org">www.rccproject.org</a>	Planning for sustainable use, protection, and/or restoration of natural landscapes	Community-based organizations with less than \$500,000 annual operation budget	Land use planning; preservation of natural landscapes; outreach; and development workshops	\$10,000

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Federal Highway Administration

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Markleeville Chamber of Commerce

Stanislaus National Forest

Stanislaus National Forest, Calaveras Ranger District

USDA Forest Service, Recreation Solutions Enterprise Team

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