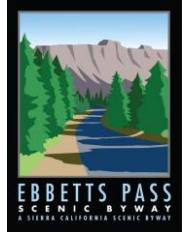




2013 Corridor Management Plan

EBBETTS PASS NATIONAL SCENIC BYWAY

Credits



2013 Ebbetts Pass National Scenic Byway Corridor Management Plan

A product of the Ebbetts Pass Scenic Byway Association prepared to help Byway stakeholders, residents and visitors protect, share and enjoy one of America's most engaging landscapes.

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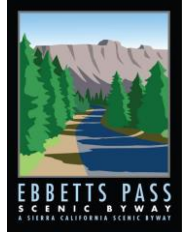
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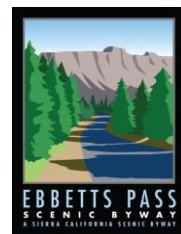
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Michelle Plotnik, AIA, served as Director of the Ebbetts Pass Scenic Byway Association during the preparation of this plan. Administrative management was provided by Amber Collins, Transportation Planner for Calaveras Council of Governments.

For additional information, comments and feedback, please contact the Ebbetts Pass Scenic Byway Association at info@scenic4.org.



Executive Summary

A very special passage...

A very special passage through the Central Sierra Nevada Mountains of California provides a rare, dramatic, scenic, historic, and friendly setting for the Ebbetts Pass National Scenic Byway. Alpine and Calaveras Counties are home to the 61-mile route traversing Markleeville (Alpine County) and Arnold (Calaveras County). Between these two gateway communities, travelers experience varied and rich intrinsic qualities including:

- Scenic vistas
- Giant sequoia groves
- High country lakes
- Alpine and cross-country skiing opportunities
- Wild animals and birds in natural settings
- Small settlement communities
- Archeological and historical sites
- Access to a variety of year-round outdoor recreation opportunities
- Winter recreation including alpine and cross country skiing and snowboarding, snowshoeing, and snowmobiling
- Mountain streams for fishing, canoeing and kayaking
- A wide range of lodging, camping and overnight accommodations
- A slower-paced, yet thrilling, driving experience

Ebbetts Pass truly offers a full array of outdoor experiences in a setting unmatched in natural beauty and wonder. There are countless books, artwork, personal accounts, photographs and more that attest to the solitude, natural beauty and historic significance of Ebbetts Pass.

Ever since the earliest times of Ebbetts Pass history, people traveled here by foot, horse and wagon, later automobile, now with motorcycle and bicycle and again by foot to experience the wonders of this part of California and the nation. Throughout the past century, federal, state and local public agencies as well as the private sector have recognized the many valuable aspects of the natural and cultural history of the region by setting aside--placing in public trust--land and water for wilderness areas, national forests, state parks and other types of protection.

Ebbetts Pass National Scenic Byway

Adding to these means for protection, resource management and responsible economic development, the California Department of Transportation (Caltrans) designated State Highways 4 and 89 connecting Arnold with Markleeville as a California State Scenic Highway ("a Poppy Route") in 1971. To further recognize the importance and value of this corridor, the U.S. Secretary of Transportation designated the 61-mile route a National Scenic Byway. The Ebbetts Pass National Scenic Byway joined 149 other National Scenic Byways and All-American Roads in sharing the stories of America with local, national and international travelers.

Designation of our country's distinguished public roads as National Scenic Byways and All-American Roads brings responsibilities and benefits. Designation of a roadway as a 'byway' is based on the fundamental premise that 1) byways require independent partner agencies to act collaboratively to sustain the intrinsic qualities of the byway's environment and 2) a locally-based, responsible organization functions as the 'center point' for overarching management and operational topics. Fulfilling this essential premise can be accomplished with the guidance offered by a **corridor management plan**.

Ebbetts Pass Scenic Byway Association

For the Ebbetts Pass National Scenic Byway, the local management organization is the Ebbetts Pass Scenic Byway Association. The Association supports and partners with federal, state and local public agencies, as well as private sector stakeholders to fulfill the responsibilities, mission, goals and objectives for the Ebbetts Pass National Scenic Byway. The guiding document used by the Association and its partners is the Ebbetts Pass National Scenic Byway Corridor Management Plan originally adopted in 2004 and updated in 2013.

The Ebbetts Pass Scenic Byway Association and its original organizers have enjoyed many successes and deserve recognition for their long-standing dedication and enthusiasm for the stewarding and promotion of the Ebbetts Pass National Scenic Byway and surrounding areas.

What is a Corridor Management Plan and why is it needed?

The 2013 Corridor Management Plan for the Ebbetts Pass National Scenic Byway is modeled after similar plans for other National Scenic Byways: it is a dynamic, written

document that describes the broad range of goals, objectives, policies, programs, projects and activities which can assist with protecting the intrinsic resources of a byway; interpreting the engaging stories of the byway; and promoting and presenting the byway with services and amenities to meet the needs and expectations of the traveling public. Corridor management plans are adopted by the local byway organization and other agencies with jurisdiction over aspects of the byway. Adoption and periodic updating of the plan by the local byway organization is required as a condition of sustaining the national designation by the US Secretary of Transportation.

Public Participation

The process for updating the 2013 Corridor Management Plan included stakeholder and public input as well as an assessment of the original 2004 Corridor Management Plan. Many of the core aspects—niche, mission, goals, interpretive guidance, market promotion, and project site improvements—of the 2004 Corridor Management Plan remain relevant and vital to the 2013 update. Additionally, in adopting the 2013 Corridor Management Plan the Ebbetts Pass Scenic Byway Association is recognizing an overall management direction that reflects its current and expected financial and human resource capacities through at least 2020.

Public input opportunities were provided throughout the entire Corridor Management Plan updating process from September 2012 through October 2013. Additionally the Ebbetts Pass Scenic Byway Association is continually open to suggestions and discussion regarding Byway-related topics with the general public and stakeholder organizations.

Management Direction for the Byway

The Ebbetts Pass Scenic Byway Association and its stakeholder organizations are not alone in charting the future for the byway they manage and support. The majority of national and state byway organizations are working to address a variety of dynamics which are influencing the effectiveness of their missions as byway stewards. These include but are not limited to:

- Reduced Financial Support
- Increased (Changing) Expectations
- Fluctuating Consumer Marketplace
- Human Resource Capacity and Limitations

As part of the process of updating the 2013 Corridor Management Plan, the Association Board considered more than 80 suggestions and recommendations for action including those made in the original Corridor Management Plan adopted in 2004; guidelines for Corridor Management Plans as adopted by the Federal Highway Administrations; and the varied and valuable input provided by local citizens as well as stakeholders and partners of the Ebbetts Pass National Scenic Byway that were gathered at public input meetings and through one-on-one interviews conducted by the David L. Dahlquist Associates consulting team.

In the 2013 Corridor Management Plan, all of the input and suggestions have been organized into three Action Categories and prioritized into three Performance Tiers.

Action Categories group a wide variety of recommendations and projects:

- **Byway Management** including intrinsic resource protection and stewardship; right-of-way and viewshed management; communication services; visitor services; and livability development.
- **Byway Marketing and Promotion** including attraction promotion; byway theme promotion; and niche travel market development.
- **Byway Development Projects** including wayshowing components; interpretive communication services and media; and byway site improvements.

Performance Tiers respect the near-term as well as long-term availability of financial and human resources:

- **Essential and Achievable:** Tasks which are essential to maintaining the Byway designation and providing services to visitors and can reasonably be provided by the Ebbetts Pass Scenic Byway Association with its current resources.
- **Desirable and Achievable in the Near Term:** Tasks which enhance the visitor experience and provide exposure for the Byway and the Ebbetts Pass Scenic Byway Association and can reasonably be accomplished with targeted applications of new financial and human resources. These tasks may be contemplated in the near future—within the 2014 to 2015 timeframe.

- **Desirable and Potentially Achievable in the Long Term:** Tasks which involve physical improvements and/or programs to serve the needs of travelers, communicate the stories and sites of the Byway, and improve the effectiveness of the Association. These are tasks that require significant additional investment of human resources and financial revenue by partner organizations, public agencies, and private sectors and are not expected to be undertaken within the 2014 to 2022 timeframe unless an unexpected opportunity arises or new funding sources become available.

The Corridor Management Plan Provides Guidance, Not Regulations

The Ebbetts Pass National Scenic Byway Corridor Management Plan provides guidance for maintaining the Byway and attaining the benefits that can be realized from byway designation. This document does not impose new or additional regulations or restrictions on private property and private property owners. The plan does not suggest governmental acquisition of privately-held property.

Organization of the 2013 Corridor Management Plan for the Ebbetts Pass National Scenic Byway

The 2013 Corridor Management Plan represents an update and a reorganization of the Corridor Management Plan adopted in 2004. The 2013 Corridor Management Plan is organized in three parts which cover an array of appropriate topics:

PART A: Byway Context and Management Direction

Part A provides:

- Background and history of the Ebbetts Pass National Scenic Byway;
- The Byway's niche, vision statement and long-term goals;
- Updated management direction for the ongoing activities and projects for the Byway; and
- Updated direction for market development of the Byway.

PART B: Core Byway Characteristics

Part B provides updating of the core characteristics of the Byway including discussion of:

- Land use and commerce;

- State Highway 4 and 89 conditions;
- Intrinsic qualities and resources;
- Intrinsic quality management and protection strategies;
- Guidance for development;
- Byway signage and graphic identity; and
- Interpreting the stories of the Byway.

Much of the content of Part B was developed in the original 2004 Corridor Management Plan and has been updated to reflect conditions in 2013.

PART C: Supplemental Documents and Reference Materials

Part C provides a listing of approximately 20 documents, reference materials and digital files which support the management of the Ebbetts Pass National Scenic Byway. This “library” of materials—some were prepared specifically for the Byway and others are policy, development and regulatory materials prepared by federal, state and local agencies—relate to the Byway.

For additional information, comments and feedback, please contact the Ebbetts Pass Scenic Byway Association at info@scenic4.org.

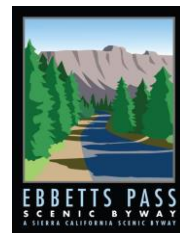


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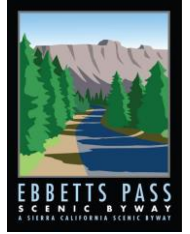
2013 Corridor Management Plan

EBBETTS PASS NATIONAL SCENIC BYWAY

PART A

Byway Context and Management Direction

PART A: Byway Context and Management Direction



The 2013 Corridor Management Plan represents an update and a reorganization of the Corridor Management Plan adopted in 2004. The 2013 Corridor Management Plan is organized in three parts which cover an array of appropriate topics. Part A is described below.

PART A: Byway Context and Management Direction

Part A provides:

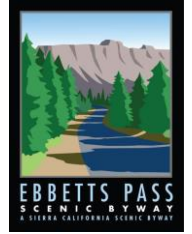
- Background and history of the Ebbetts Pass National Scenic Byway;
- The Byway's niche, vision statement and long-term goals;
- Updated management direction for the ongoing activities and projects for the Byway; and
- Updated direction for market development of the Byway.

PART B: Core Byway Characteristics

PART C: Supplemental Documents and Reference Materials

For additional information, comments and feedback, please contact the Ebbetts Pass Scenic Byway Association at info@scenic4.org.

Chapter A-1: Byway History, Designation and Benefits



A-1.1: Background

Since the late 1960s, various state and federal agencies have recognized outstanding scenic and historical transportation routes. California, an early leader in the scenic highway program, has more than fifty designated state or national scenic routes, including Ebbetts Pass National Scenic Byway. The Ebbetts Pass National Scenic Byway (portions of California State Highways 4 and 89) is a 61-mile route between Arnold and Markleeville, California. This route was designated as a California State Scenic Highway on November 9, 1971. The scenic route links destinations such as Calaveras Big Trees State Park, Grover Hot Springs State Park, Stanislaus and Humboldt-Toiyabe National Forests, several small communities in Calaveras and Alpine Counties, lakes and a number of historic sites and scenic vistas.

Through the efforts of local enthusiasts for the Byway and with the support of local, state, and federal lands management agencies, the U.S. Secretary of Transportation designated the Byway as a 'National Scenic Byway' on September 22, 2005. Ebbetts Pass National Scenic Byway is now one of 150 most significant driving routes in the United States—a rare and important recognition of its intrinsic qualities and the values people place on the Byway's corridor.

The Ebbetts Pass National Scenic Byway is considered one of the most scenic drives across the Sierra Nevada. Surrounded by national forests and wilderness areas along most of the route, visitors have the opportunity to witness and explore this rugged landscape that is still home to many of the descendants of both native peoples (particularly the Washoe and Miwok American Indian Tribes) of the area and to pioneering emigrants alike. The physical setting of the Byway ranges in elevation from approximately 4,000' to 8,700'. The vegetation is primarily dense mixed conifer forests and high elevation lakes on the western side of the pass, while the eastern side of the pass is noticeably drier, offering open vistas and grasslands with trees in the lower elevations concentrating in riparian (river, meadow, and wetland) areas and north exposed slopes. Expansive views of granite outcrops, basalt columns, ancient volcanic peaks, deep river canyons, glacially carved valleys, majestic stands of conifers including giant sequoias, open meadows, clear mountain lakes, and swiftly

flowing streams and rivers can all be experienced within this amazing byway. One can find sites and remnants of people who lived here before as well as present day resorts and recreation facilities.

The 2013 Ebbetts Pass National Scenic Byway Corridor Management Plan provides the vision, goals, and management recommendations for protecting, enhancing and marketing the Byway and its communities and recreation opportunities. This document provides guidance to federal, state, and local agencies, private landowners, and interested businesses in showcasing the spectacular scenery, historical significance, and extensive recreation opportunities present along the Byway.

A-1.2: History of Ebbetts Pass National Scenic Byway

Ebbetts Pass is one of the oldest trans-Sierra travel routes. Long before the discovery of gold and silver brought emigrants to seek their fortunes out west, Ebbetts Pass was a trade route and provided access to summer encampment for Washoe and Miwok peoples. When emigrants began trickling through the Sierra, the pass itself was overlooked, while the original route traversed north of Ebbetts Pass then headed south over Border Ruffian Pass into Hermit Valley and on to what is today State Highway 4.

Most accounts record that “Major” John Ebbetts, a title bestowed to him, first identified this route in the early 1850s while leading a mule team over the pass. He organized a survey crew but his dreams to survey this route were never realized. Major Ebbetts, a passenger on the steamboat, *Secretary*, was killed when it exploded and sank in San Pablo Bay.

It wasn't until the late 1850s discovery of silver on the east side of the Sierra that merchants from the gold rush town of Murphys located and financed the present route through Ebbetts Pass. The road was built from west to east to truck freight and supplies to the silver mines and boom towns on the “east side”.

The road, also known as the *Big Trees to Carson Valley Road*, was improved in 1855-56 providing access to eastern emigrants seeking their fortunes in the gold fields of the Sierra Nevada and served as the main supply route between California and the Comstock Lode silver mines in Nevada. The route was later realigned and became a toll road from 1864 through 1910. It reverted back to a free county road in 1911 and was accepted into the California State Highway system in 1926. Portions of the road were paved in the 1930s and then realigned and improved again in the 1960s.

Historically significant features along the route include Calaveras Big Trees, now a state park, which premiered as a tourist attraction in the 1850s. It highlighted the massive redwoods, including a tree that took five men 22 days to cut down in 1853. The remaining stump initially served as a dance floor, holding as many as 20 couples at one time. This stump remains today for park visitors to marvel. Other noteworthy features along the route include the Dorrington Hotel and Stage Stop, Hermit Valley junction and way stop, Chalmer's Mansion, the historic mining towns of Markleeville, Silver Mountain City and Centerville, and the Emigrant Road and Big Tree to Carson Valley Road Historical Areas.



Recreational opportunities are provided by state and federal agencies and private businesses alike. Visitors can stay in one of approximately 20 National Forest, Bureau of Land Management, and State Park campgrounds or rent a cabin, cottage or room at a lodge within one of the charming communities along the route. They can hike, mountain bike, ride horses, or off-highway vehicles (OHVs) on hundreds of miles of trails and backcountry roads that traverse this outstanding landscape. Visitors can fish the multitude of streams and lakes near the Byway or hunt in the meadows and forests.

Summertime offers festivals and concert productions. Winter brings opportunities for cross-country and alpine skiing, as well as snowmobiling on the portion of the Byway that is seasonally closed. All these activities and outdoor recreation opportunities combine to offer a year-round tourist season along the Byway.

A-1.3: Designated Routes and Corridor

In Calaveras County, the Ebbetts Pass National Scenic Byway is designated on State Route 4 from immediately east of Arnold to the Alpine County line for a distance of approximately 24 miles. In Alpine County, the Ebbetts Pass National Scenic Byway is designated on State Route 4 from the Calaveras County line to the State Route 4 and State Route 89 intersection for a distance of approximately 32 miles. Ebbetts Pass National Scenic Byway continues on State Route 89 from the intersection with State Route 4 to immediately southeast of Markleeville for a distance of approximately 5 miles. Total route length is 61 miles. The designated route of the Ebbetts Pass National Scenic Byway is also an officially designated California State Scenic Highway.



Fig A-1.2 Vicinity Map – Ebbetts Pass National Scenic Byway



Fig A-1.3 Route Map - Ebbetts Pass National Scenic Byway

A-1.4: Benefits of California State Scenic Highway and National Scenic Byway Designations

Scenic highways and scenic byways (commonly referred to as 'byways' in these documents) are roads that highlight the special natural, historic, cultural, scenic, archaeological, and recreational features associated with a public street, road or highway. These features, often called intrinsic qualities or intrinsic resources, need to be extensively accessible along or nearby a route that would be a byway. Furthermore, the intrinsic qualities of a byway provide an enjoyable, rewarding experience for travelers and provide local communities with a strong and genuine sense of pride along with tourist and travel-generated revenue from the sale of lodging; meals and refreshments; vehicle services; and local arts, crafts, and souvenirs. Designating and protecting byways is a way to preserve America's beauty and heritage for everyone to enjoy. For designation as a National Scenic Byway by the U.S. Secretary of Transportation, a road must possess one or more intrinsic quality that is nationally significant—resources that authentically communicate noteworthy stories of national importance to the history and present time of the corridor of the byway.

California Scenic Highway Program

For the California Scenic Highway Program, the stated intent (Streets and Highway Code Section 260) of the Program ***is to protect and enhance California's natural beauty and to protect the social and economic values provided by the State's scenic resources***. The Program advocates that the benefits of California Scenic Highway Designation include:

1. A scenic highway designation protects the scenic values of an era. Official designation requires a local jurisdiction to enact a scenic corridor protection program that protects and enhances scenic resources. A properly enforced program can:
 - a. Protect from encroachment of inappropriate land uses such as junkyards, dumps, rendering plants and gravel pits.
 - b. Mitigate uses which detract from scenic values by proper siting, landscaping or screening.
 - c. Prohibit billboards and regulate on-site signs so that they do not detract from scenic views.
 - d. Make development more compatible with the environment by requiring building siting, height, colors and materials that are harmonious with the surroundings.

- e. Regulate grading to prevent erosion and cause minimal alteration of existing contours and to preserve important vegetative features along the highway.
 - f. Protect the hillsides by allowing only low density development on steep slopes and along ridge lines.
 - g. Prevent the need for noise barriers (sound walls) by requiring a minimum setback for residential development adjacent to a scenic highway.
2. A scenic highway designation can enhance community identity and pride, encouraging citizen commitment to preserving community values.
 3. By preserving scenic resources, a scenic highway designation will enhance land values and make the area more attractive.
 4. A scenic highway designation can be used to promote local tourism that is consistent with the community scenic values.

National Scenic Byway

Formal recognition of the Ebbetts Pass corridor as a National Scenic Byway provides many benefits to area visitors, nearby residents and businesses, and local communities. Some of the benefits include:

State, National, and International Recognition

National Scenic Byway recognition carries with it not only a heightened awareness of the highway route as one of the premier scenic, historic, cultural or recreation routes in the United States, but also recognition of the agencies, organizations, and communities that secured this designation by the U.S. Secretary of Transportation. Identification of the route on state, federal, and auto club highway maps can lead to more tourism opportunities for the area.

Increased Pride

National Scenic Byways are sources of local pride, a chance for citizens to showcase the beauty of their regions. With increased local pride, protection of a byway's intrinsic qualities is encouraged and strengthened and at the same time thoughtful economic growth can occur built on the National Scenic Byway designation.

Increased Funding Opportunities

National Scenic Byway designation has helped the Ebbetts Pass National Scenic Byway secure federal funds through the National Scenic Byways Program. These funds

have been used to develop interpretive facilities, information kiosks, restrooms, and other needed byway improvements. In turn the designation along with the development, market promotion, and interpretation of the Byway will encourage and support Byway visitors in discovering new experiences, staying longer and increasing their travel related spending. Likewise, as with other National Scenic Byways around the country, travel to the Arnold and Markleeville area can be expected to increase over time due to the presence of the Ebbetts Pass National Scenic Byway.

A-1.5: Responsibilities of National Scenic Byway Designation

Along with the benefits that are realized with having the Ebbetts Pass National Scenic Byway designated a California Scenic Highway and a National Scenic Byway, certain basic responsibilities need to continually be fulfilled in order to maintain these designations. With cause, the U.S. Secretary of Transportation may de-designate roads or highways designated as National Scenic Byways or All-American Roads if they no longer possess the intrinsic qualities nor meet the criteria which supported their designation. The primary responsibilities of sustaining a National Scenic Byways designation include:

1. The byway needs to maintain its state-awarded designation as a byway. For the Ebbetts Pass National Scenic Byway, its designation as a California Scenic Highway fulfills this obligation.
2. A locally-based organization needs to be identified as the local sponsor of the byway. The Ebbetts Pass Scenic Byway Association is the designated local sponsor of the Ebbetts Pass National Scenic Byway.
3. A Corridor Management Plan needs to be maintained and updated to reflect a variety of elements related to the management and operations of the byway as a National Scenic Byway. This document, the 2013 Ebbetts Pass National Scenic Byway Corridor Management Plan fulfills this responsibility and the fourteen elements of a Corridor Management Plan as defined by the Federal Highway Administration are herein addressed.
 - A. **Route Identification:** A map identifying the corridor boundaries and the location of intrinsic qualities and different land uses within the corridor.
 - B. **Intrinsic Quality Identification:** An assessment of the important intrinsic qualities of a byway and of their context.
 - C. **Intrinsic Quality Protection:** A strategy for maintaining and enhancing the byway's intrinsic qualities. The level of protection for different parts of a

byway can vary, with the highest level of protection afforded those parts which most reflect the intrinsic values.

- D. **Partnership Identification:** A schedule and listing of all agency, group, and individual responsibilities in the implementation of the corridor management plan, and a description of enforcement and review mechanisms, including a schedule for the continuing review of how well those responsibilities are being met.
- E. **Development Strategy:** A strategy describing how existing development might be enhanced and new development might be accommodated while still preserving the intrinsic qualities of the corridor. This can be done through design review, and such land management techniques as zoning, easements, and economic incentives.
- F. **Public Participation Plan:** A plan to ensure ongoing public participation in the implementation of corridor management objectives.
- G. **Safety Assessment:** A general review of the road's safety and accident record to identify any correctable faults in highway design, maintenance, or operation.
- H. **Commerce Accommodation:** A plan to accommodate commerce while maintaining a safe and efficient level of highway service, including convenient user facilities.
- I. **Visitor Experience Plan:** A demonstration that intrusions on the visitor experience have been minimized to the extent feasible, and a plan for making improvements to enhance the experience.
- J. **Outdoor Advertising Compliance:** A demonstration of compliance with all existing local, State, and Federal laws on the control of outdoor advertising.
- K. **Signage Plan:** A plan that demonstrates how the State will ensure and make the number and placement of signs more supportive of the visitor experience.
- L. **Marketing Plan:** A narrative describing how the byway will be positioned for marketing.
- M. **Roadway Modification:** A discussion of design standards relating to any proposed modification of the roadway. This discussion should include an evaluation of how the proposed changes may affect the intrinsic qualities of the byway corridor.
- N. **Interpretation Plan:** A description of plans to interpret the significant resources of the byway.

4. In addition to the practical benefits of receiving and listening to the public and byway travelers, sponsoring byway organizations need to provide ongoing public participation in the implementation of the byway's management objectives. The Ebbetts Pass Scenic Byway Association maintains a variety of means of soliciting public input and participation ranging from organized public information meetings to encouraging individuals to provide personal comments and suggestions regarding any aspect of the Byway.
5. As provided in Title 23, Section 131 (s) of the United State Code, the State of California and all other states may not allow the erection of new signs not in conformance with Title 23, Section 131 (c) of the United States Code on certain highways which have been designated as a scenic byway. The State of California and the various public agencies associated with the Ebbetts Pass National Scenic Byway respect this specific requirement.

A-1.6: Public Participation

The 2013 Ebbetts Pass National Scenic Byway Corridor Management Plan as well as the original Corridor Management Plan adopted in 2004 were prepared with considerable public participation and input. The 2004 Corridor Management Plan was developed under the guidance of the Ebbetts Pass Planning Group. This group included representatives from the Calaveras Council of Governments, Alpine County, Stanislaus and Humboldt-Toiyabe National Forests, California State Department of Transportation, Calaveras Big Trees State Park, Greater Arnold Business Association, and the Bear Valley Business Association.

In the fall of 2001 and the summer and fall of 2002 six pairs of public meetings were held in the communities of White Pines and Markleeville, California. The purpose of these meetings was to gain local public support for National Scenic Byway designation, identify concerns and opportunities, develop a vision and goals, and gain financial support for marketing icons. In addition, there were multiple planning group meetings, interviews with key community leaders, and briefings and presentations to local interest groups. The opportunities and concerns identified at all these early meetings included:

- Lack of interpretive information along the highway
- Lack of adequate parking and sanitation at some locations
- Need to highlight wheel chair accessible facilities
- Need to develop consistent signage along the highway
- Too much visitation may negatively affect the intrinsic qualities

- Too much, or the wrong type of, development could alter the existing roadway experience
- Highway should not become an all-season route across the Sierra Nevada Mountains
- Billboards should not be allowed in the highway corridor
- Concern about timber harvesting within sight of the corridor
- Corridor Management Plan shouldn't overly regulate private land uses
- Corridor Management Plan can help pull local residents together

The 2013 Corridor Management Plan for the Ebbetts Pass National Scenic Byway was developed with the input received at four public informational meetings (two in October, 2012 and two in June, 2013) as well as a number of one-on-one personal and telephone interviews with individual representatives of various public and private agencies and organizations. The summaries and details of input received from stakeholders can be found in Supplemental Document, **Report of Stakeholder Input**, May 13, 2013. Additionally, draft versions of the 2013 Corridor Management Plan were made available for public review and appropriate responses were included in this document.

Successes Ascribed to the Original Corridor Management Plan

Following the adoption of the original Corridor Management Plan in 2004 for the then-soon-to-be designated Ebbetts Pass National Scenic Byway, these accomplishments can be traced to the recommendations of the Plan and the dedication of the longtime supporters of the Byway:

- National Scenic Byway Designation in 2005 by the U.S. Secretary of Transportation
- Creation of the Ebbetts Pass Scenic Byway Association including designation as a 501(c) 3 nonprofit organization.
- Awarding of approximately \$1 million in National Scenic Byways Program discretionary grants for Ebbetts Pass National Scenic Byway projects including projects sponsored by the Ebbetts Pass Scenic Byway Association, the United States Department of Agriculture (USDA) Forest Service and private parties. Projects funded by National Scenic Byways Program Grants include organizational development support, marketing support, accessible toilet facilities, improvements to existing USDA Forest Service facilities, creation of a signage plan and some interpretive work. Several of these projects were in process in 2013.
- Creation and maintenance of a highly effective website: scenic4.org

- Production and distribution of **Your Guide to the Ebbetts Pass National Scenic Byway**, the high quality discovery guide for the Byway
- Production of *HermitFest*, the annual fall festival which celebrates the Byway with live music, local art and warm hospitality
- Facilitation of interagency coordination among federal, state and local units of government
- Elevated public awareness of the Byway corridor and its many resources

A-1.7: How the Corridor Management Plan Can be Used

The 2013 Corridor Management Plan for the Ebbetts Pass National Scenic Byway is available for use by a number of public agencies and private sector organizations for a variety of purposes including but not limited to:

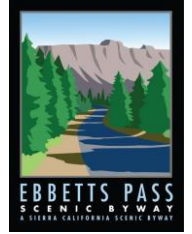
- Guidance for the Ebbetts Pass Scenic Byway Association in setting priorities, selecting projects and establishing budgets
- Guidance for the Ebbetts Pass Scenic Byway Association in establishing partnerships and evaluating projects of other groups or agencies for support
- Adoption by public agencies as reference and guidance for their jurisdictional responsibilities
- Guidance to individuals, businesses and organizations along the byway which may be contemplating projects or marketing campaigns
- Increasing public awareness of the Ebbetts Pass National Scenic Byway
- Supporting grant applications—public and philanthropic
- Solicitation of additional partners and stakeholders
- Documentation and benchmark of conditions at the time of the preparation
- Providing a record of public engagement and support

A-1.8: Planning Process for Preparing the 2013 Corridor Management Plan Update

The 2013 Update to the Corridor Management Plan for the Ebbetts Pass National Scenic Byway began in June of 2012 with the release of a Request for Proposals by the Ebbetts Pass Scenic Byway Association and the Calaveras Council of Governments. In August of 2012, the planning firm of David L. Dahlquist Associates of Des Moines, Iowa was contracted to perform the scope of work. The consulting team visited the Byway in September of 2012 to perform preliminary field reconnaissance and meet with Byway Association and Calaveras Council of Governments leadership.

In October of 2012, stakeholder meetings were conducted in Arnold and Markleeville. From November of 2012 to March of 2013, telephone interviews were held with numerous Byway stakeholders. In May of 2013, the Report of Stakeholder Input was released and a workshop held with Byway Association leadership to review the stakeholder input, other sources of direction for Byway management, and assess and determine priorities and performance levels for various tasks. Preliminary content for the 2013 Corridor Management Plan was shared at two stakeholder meetings in June of 2013, again held in Arnold and Markleeville. This final version of the 2013 Corridor Management Plan for the Ebbetts Pass National Scenic Byway was released in September of 2013.

Chapter A-2: Byway Niche, Vision Statement and Goals



A-2.1: Niche

The niche of the Ebbetts Pass National Scenic Byway will be a diversion from the crowd and the hustle of the 21st Century. Over the least-traveled and most rustic trans-Sierra pass, one can find a “natural high.” Whether driving for pleasure, or using the Byway's corridor as a vacation destination, the natural character dominates. The scale and character are more intimate and less crowded.

The upper elevations of the Byway are a narrow ribbon of asphalt gently laid on the landscape with twists and turns, floating up and down along a roller coaster ride.

The vegetative screen enhances the intimate scale of the road. Views of lakes, nearby peaks, rivers, meadows, historic structures, fall color, etc. usually come as a surprise. There is no warning, and usually little time to savor the grandeur or detail of this landscape. Perhaps this provides an incentive to drive slower, stay alert, or return to drive it again. As far as vehicles go, small is better. Trailers and buses are much too cumbersome to navigate the route over the pass.

Ebbetts Pass National Scenic Byway is unique from its neighboring passes, State Highway 88, 89, 395, 108, and 120. All of these highways travel through bigger landscapes with open and expansive views, beautiful and grand in their own right, whereas State Highways 4 and 89 maintain a more intimate feel further removed from development and people.

A-2.2: Vision

The vision statement of the Corridor Management Plan describes the value, purpose, and future of the Ebbetts Pass National Scenic Byway. It also provides a foundation from which to establish goals and management strategies that will protect the Byway's intrinsic qualities. The vision statement for the Ebbetts Pass National Scenic Byway was originally crafted by the Ebbetts Pass Planning Group and the public to reflect a diverse set of interests in 2004. The statement below continues to serve as the guiding vision for the Byway in the updated 2013 Corridor Management Plan.

"The Ebbetts Pass National Scenic Byway is managed in a manner that protects its intrinsic qualities and enhances visitors' appreciation of the scenic, natural, recreational, cultural, historical, and archaeological resources of the corridor. The Byway serves as a vital link to many of the tourism attractions of the Central Sierra region. The uppermost segment of the Byway retains its backcountry mountain character while the lower reaches of the Byway are characterized by moderate rural development amidst the natural environment. The outstanding campgrounds, trails, parking areas, wayside stops, and information stations provide pleasant places for residents and visitors of all abilities to experience the natural beauty of the area. The communities of Arnold, Dornington, Camp Connell, Tamarack, Bear Valley, Lake Alpine, and Markleeville provide unique restaurant and lodging opportunities that highlight the intrinsic qualities of the Byway. These and other nearby communities receive the benefit of the economic vitality that byway-based tourism brings to the area. Visitors drive the Ebbetts Pass National Scenic Byway leisurely, stop to experience this timeless High Sierra landscape, and return often."

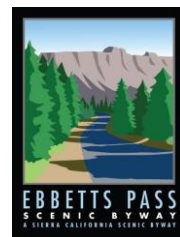
A-2.3: Goals

Goals are intended to translate the vision into reality. Goals address specific steps that can be implemented through policy and management. Goals for the Ebbetts Pass National Scenic Byway are:

- To protect and enhance the intrinsic qualities of the Byway corridor for the enjoyment of present and future generations;
- To provide interpretive and educational opportunities related to the scenic, natural, recreational, cultural, historical, and archaeological features so visitors may appreciate the unique qualities of the Byway corridor;
- To promote tourism along the Byway consistent with community goals and resource development needs;
- To develop collaborative strategies among communities along and near the Byway that encourage visitors to enjoy the wide array of opportunities found along the Byway corridor while staying in the local communities;
- To develop partnerships that broaden support for the Byway;

- To design, build, and maintain interpretive sites that enhance the knowledge, appreciation, and enjoyment of the Byway among visitors and residents of all abilities;
- To design, build, and maintain parking, sanitation and other support facilities to be accessible to people of all abilities while protecting the resources of the Byway corridor;
- To develop, implement and sustain an integrated Byway signage and wayshowing program that incorporates the Byway's graphic identity, and is consistent with state and local signing policies; and
- To design, implement and sustain a "living guidebook" website to assist travelers before, during and after they tour the Byway and adjoining areas.

Chapter A-3: Management Direction for the Byway



A-3.1: Introduction

Effective management of every National Scenic Byway requires that its leadership, organization and partners continually balance and rebalance their resources—time and financial—to meet the vision, goals, and objectives that underlie each byway's state and national designation. The Ebbetts Pass National Scenic Byway and its parent organization, the Ebbetts Pass Scenic Byway Association, are no exception. Periodic updating of the Byway's Corridor Management Plan and ongoing monitoring and balancing of available human and financial resources are required so that the Association can effectively collaborate with partner organizations to protect intrinsic resources; promote the Byway as a strong and rewarding travel destination; interpret its many stories and site resources; and fortify the sources of local pride and economic stimulus which people feel the Ebbetts Pass National Scenic Byway can continually deliver.

This chapter of the Corridor Management Plan presents the overall management structure for sustaining and operating the Ebbetts Pass National Scenic Byway. The information presented here is derived from 1) evaluations conducted by the David L. Dahlquist Associates consulting team; 2) experiences and approaches taken by other byway organizations; and 3), most importantly, the reflections, experiences and expectations of the stakeholders and leaders of the Ebbetts Pass Scenic Byway Association.

A-3.2: Factors Influencing Byway Organizations: 1992 through 2013

In the time since the original Corridor Management Plan for the Ebbetts Pass National Scenic Byway was approved in 2004, considerable change has occurred in the world of byways. In the nearly ten years that has transpired, America's collection of nationally designated byways has tripled to 150 routes recognized by the U.S. Secretary of Transportation. The number of state-designated byways has likewise greatly expanded. Between 1992 and 2012, technical and financial support for byway projects and programs grew substantially with more than \$500 million being awarded through the National Scenic Byways discretionary grant program

administered by the Federal Highway Administration for nearly 3,200 individual projects. The Ebbetts Pass National Scenic Byway was the recipient of nearly \$1 million for Byway-projects including those projects administered by the Ebbetts Pass Scenic Byway Association, the USDA Forest Service, and others.

With Congressional passage in 2012 of the transportation authorization legislation—***Moving Ahead for Progress in the 21st Century*** (MAP-21) — the world for byway organizations changed significantly. While the National Scenic Byways Program continued under the direction of the Federal Highway Administration, the National Scenic Byways Discretionary Grant program which had annually provided approximately \$40 million in byway grant funding was not included in the provisions of MAP-21. Another important impact was the 2012 closing of the America's Byways Resource Center which had provided a wide range of technical assistance for individual byway organizations and state byway programs during the previous 15 years. These changes along with more localized challenges are, as of this time, bringing many byway organizations across the country to assess how they can and must adjust their current operations, as well as their long range plans, to effectively align with the relatively unexpected changes in the support once provided by the Federal Highway Administration.

From a broader perspective, many national and state byway organizations, including the Ebbetts Pass Scenic Byway Association, are working to address a variety of dynamics which are influencing the effectiveness of their missions as byway stewards. These include but are not limited to:

- Reduced Financial Support
- Increased (Changing) Expectations
- Fluctuating Consumer Marketplace
- Human Resource Capacity and Limitations

A-3.3: Byway Organization Management and Funding

In 2013, the Ebbetts Pass Scenic Byway Association is organized as a stand-alone membership organization with official federal and state non-profit 501(c)3 status. The organization has an operating board which varies in size from seven to thirteen members including a county supervisor from Alpine and Calaveras Counties along with a small general membership who pay annual dues. As part of the process of updating the Corridor Management Plan, the Association Board considered

alternatives to its form of organization which might improve funding opportunities and provide access to additional human resources.

During this process in 2013, the Association Board considered the following concerns:

- The Association lacks a paid staff and a sufficient number of volunteers to undertake the many projects that various parties have suggested the Association should undertake, implement, manage or fund.
- A reliable opportunity to compete for project funding—the National Scenic Byways Program Discretionary Grants—is no longer available under the current federal transportation authorization act.
- The Association has difficulty in maintaining an active membership base due in part to a sense that the Association is competing with other local organizations for donations and contributions; volunteer time; and human resources in a rural area in which all are in short supply and a perception seems to exist that the Association is funded with government grants.

While a number of National Scenic Byways and state-designated byways are represented by locally-based non-profit organizations, there are also a number of byways which are managed by federal lands agencies such as the Blue Ridge Parkway managed by the National Park Service; state-appointed commissions such as the various governor-appointed Mississippi River Parkway Commissions (Great River Road National Scenic Byway); various Iowa-designated byways managed by local Resource Conservation and Development Councils (RC&Ds); and individual Louisiana byways managed by parish-level convention and visitor bureaus. The Association considered the feasibility of transforming and transferring the management of the Ebbetts Pass National Scenic Byway to a distinctly different organization—local government or tourism agency—and could not identify a workable option primarily due to present financial and personnel limitations of local agencies.

In the wake of the MAP-21 eliminating the National Scenic Byways Discretionary Grant program (\$40 million annually) in 2012, nearly every one of the country's local byway organizations are reassessing how to sustain their obligations, commitments and effectiveness in managing the best roads for accessing the nation's scenic, recreational, natural, historic and cultural intrinsic resources. While the backlog of projects and programs will consume all of the previously awarded National Scenic

Byways Program funding within the next few years, byway organizations including the Ebbetts Pass Scenic Byway Association will need to explore all possible sources of future funding including:

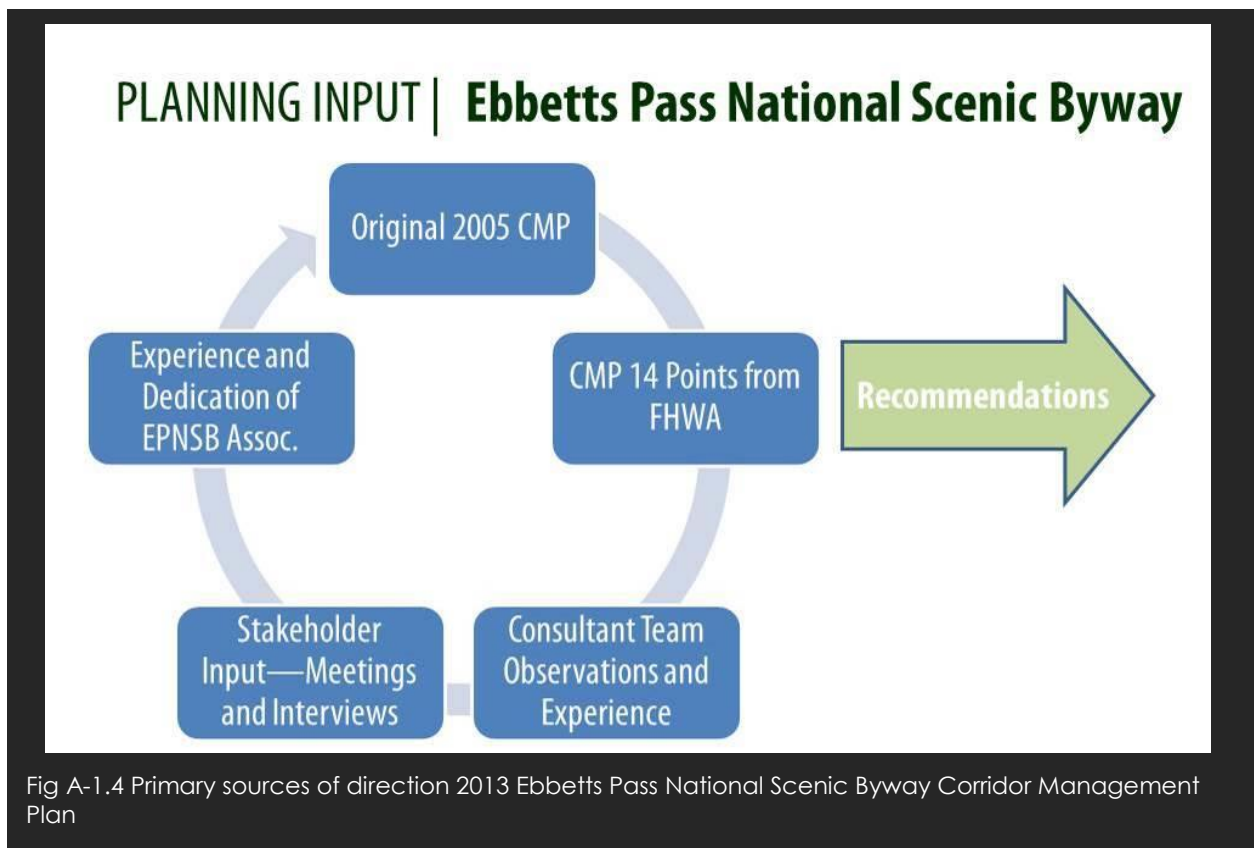
- Transportation Alternative Program funds within the provisions of MAP-21 and CalTrans
- Land and Water Conservation funds as administered by the US Department of the Interior
- Other federal, state and local grant programs for natural and historic resource protection, economic development, and other project and program types
- Interagency funding agreements
- Federal and state land management budgets
- Operating budgets of state agencies such as Caltrans, State Parks, Division of Tourism, Economic Development, Arts, Historic Preservation, and others
- Cooperative programs with public and private universities and colleges
- Major gifts
- Marketing and branding partnerships with corporations
- Planned giving and bequests
- Grants from foundations
- Proceeds from merchandise sales and events sponsorships

The near-term outlook of the Association Board coupled with the assessment of the David L. Dahlquist Associates Consulting team points to a probable future of limited funding and restricted availability of human resources to support the amenity development, resource protection and market expansion of the Byway. Sustaining current levels of Byway management will be the immediate priority with most functions being performed by the all-volunteer Association Board members. Occasionally, consultants, contractors and vendors will be retained as the need or opportunity may support. Volunteers will be called upon for assistance with specific and reasonable tasks. All future projects and work plans will be evaluated in light of limited funding and volunteer availability. At the same time, the Association Board will watch for and seek to secure additional funding as may be feasible and appropriate.

A-3.4: Management Direction for the Byway Represents a Variety of Influences

The management direction presented through this Corridor Management Plan for the Ebbetts Pass National Scenic Byway represents a balance between a variety of influences. The five primary sources of direction, as illustrated in Figure A-1.4, are:

1. The direction, recommendations, and guidance provided by the original Ebbetts Pass National Scenic Byway Corridor Management Plan approved in 2004.
2. Content for a byway corridor management plan as recommended by the Federal Highway Administration in the interim policy for the National Scenic Byways Program adopted in 1995.
3. Experience shared from other byway organizations and observations made by the David L. Dahlquist Associates consulting team.
4. The varied and valuable input provided by local citizens as well as stakeholders and partners of the Ebbetts Pass National Scenic Byway that have been gathered at public input meetings and one-on-one interviews conducted by the David L. Dahlquist Associates consulting team.
5. The experience of the Board of Directors of the Ebbetts Pass Scenic Byway Association.



Utilizing a byway planning process developed by David L. Dahlquist and Breann Bye, the Ebbetts Pass Scenic Byway Association evaluated, expanded and ranked more than 80 independent "Action Suggestions" derived from the sources listed above. Summaries of the "Action Suggestions" are included in Part C: Supplemental Documents and Reference Materials.

Several examples of the 80 "Action Suggestions" include:

- Integrate Ebbetts Pass National Scenic Byway visitor experience with local, regional & state economic development programs
- Conduct orientation and training for Ebbetts Pass National Scenic Byway Experience Providers for Ebbetts Pass National Scenic Byway Interpretation
- Install Ebbetts Pass National Scenic Byway route guide signs
- Promote the Ebbetts Pass National Scenic Byway as an alternative to Lake Tahoe and Yosemite National Park
- Develop a free, downloadable information document focused on the history of the Ebbetts Pass National Scenic Byway
- 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)
- Develop accessible parking and vista site at Cape Horn Vista. (Interpretive site #33)
- Develop trailhead and interpretive display at Silver Creek Canyon Vista site. (Interpretive site #16)

A-3.5 Byway Activity Categories

The Ebbetts Pass Scenic Byway Association and the David L. Dahlquist Associates consulting team then considered how each of the "Action Suggestions" fit within one or several of these broad "Byway Activity Categories":

- **Byway Management**
- **Byway Marketing and Promotion**
- **Byway Development Projects**

Byway Management

This category includes the day-to-day activities required to fulfill the byway organization's stewardship role as well as to serve as the communication hub with the public, visitors, local businesses and interested agencies and includes:

Intrinsic Resource Protection and Stewardship: This category covers the activities that identify, protect, maintain and conserve the integrity and authenticity of the intrinsic resources that underpin the National Scenic Byway designation of the Ebbetts Pass National Scenic Byway itself.

Right-of-Way and Viewshed Management: This category covers the activities that help preserve or enhance the visual quality of the public road right-of-way (the zone from the road pavement to the adjoining property line) as well as the landscape that can be seen from the traveled roadway to the visual horizon. While the Ebbetts Pass Scenic Byway Association has no enforcement authority, it has an obligation to monitor activities and development along the Byway and provide comments to the appropriate agencies.

Communication Services: The Ebbetts Pass Scenic Byway Association is positioned to facilitate communications among elected officials, public agency representatives, interest groups and the general public with regard to Byway management issues. The Ebbetts Pass Scenic Byway Association may share the concerns of byway community businesses, residents, visitors and agency representatives as well as help identify solutions and potential projects.

Visitor Services: This category covers the activities that help assure Byway travelers and users have the amenities and services they need to plan and undertake their travel. Providing travel directions, information about lodging availability, restaurant options, vehicle services, accessibility of public facilities, the latest weather reports, road conditions, and services would be the work of this category. This category would include communicating visitor service information to prospective and active Ebbetts Pass National Scenic Byway travelers as well as working with local public agencies and businesses as vendors to help ensure that consistent and reliable levels of service are in fact provided.

Livability Development: Communities within the Ebbetts Pass National Scenic Byway region are seeking ways to enhance their livability by increasing the choices that residents have for access to transportation alternatives, and by improving the various characteristics that shape the quality of life offered by those communities. This category primarily emphasizes using byway-related

programs and projects for the benefit of residents and businesses in the communities near where the Ebbetts Pass National Scenic Byway passes.

Byway Marketing and Promotion

This category includes various promotion, marketing and market development activities including:

Attraction Promotion: Attention in this sub-category is placed on highlighting, emphasizing, promoting and developing market share for the set of attractions (parks, trails, historic sites, wildlife viewing areas, National Forests, Sno Park areas, interpretive centers, local stores or foods, etc.) that are recognized by the Ebbetts Pass Scenic Byway Association as being essential to the success of the Ebbetts Pass National Scenic Byway in providing its desired visitor experience. The underlying objective of this activity is how the Association can enhance the success of the Ebbetts Pass National Scenic Byway by bringing visitors to its various identified attractions and individual attractions.

Byway Theme Promotion: While somewhat similar to **Attraction Promotion**, this category emphasizes the intrinsic qualities and overarching interpretive themes and tourism promotion objectives of the Ebbetts Pass National Scenic Byway and, in turn, the Sierra Nevada region as a whole. Primary emphasis is placed on establishing the identity of the Ebbetts Pass National Scenic Byway as being its own destination and its own unique experience, with less emphasis placed on individual attractions and sites.

Niche Travel Market Development: This sub-category differs from others in that it emphasizes the active development and implementation of unique and specialized activities based on the Ebbetts Pass National Scenic Byway's route, corridor, special characteristics and brand identity. Supporting the publicity and economic impact of vintage car tours, bicycle touring events, community-to-community art tours, seasonal travel events and other similar annual events that attract broad-based or niche travelers such as "history buffs", "outdoor enthusiasts" or "perpetual shoppers", to the Ebbetts Pass National Scenic Byway is the primary outcome of this category. A variation would include servicing specific market segments such as motorcyclists or bicyclists.

Byway Development Projects

This category includes physical improvement projects along the Byway which serve visitors or local communities and make byway travel more convenient, safer or more enjoyable and include:

Wayshowing Components: This category emphasizes fulfilling the needs that all travelers have in finding their way to and along the Ebbetts Pass National Scenic Byway and traveling to its various Ebbetts Pass National Scenic Byway attractions and amenities. Work includes planning, design, implementing and maintaining the eight components outlined in **Wayshowing for Byways: A Reference Manual**: 1) travel directions; 2) maps; 3) digital data; 4) marked byway entrances and exits; 5) orientation stops; 6) byway guide signs; 7) identification of byway attractions; and 8) trained hospitality personnel. (Available at www.DDAForum.com)

Interpretive Communication Services and Media: This category covers the planning; resource inventory and research; narrative writing and graphic design of fixed and electronic interpretive exhibits and applications; installation, printing, and delivery of print, fixed and electronic communication media; personal interpretive communications by trained staff and volunteers; and maintenance and updating of interpretive media for telling the stories of Ebbetts Pass National Scenic Byway.

Byway Site Improvements: This sub-category covers the planning, design and implementation of physical improvements along the Byway including parking, picnic areas, accessibility improvements, sanitary facilities, viewing sites and visitor centers.

A-3.6 Levels of Byway Activity Performance

Thirdly, the Ebbetts Pass Scenic Byway Association and the David L. Dahlquist Associates Consulting Team explored the appropriate “Level of Activity Performance” for each Action Suggestion given the Association's current resources by considering three “Performance Tiers”:

- **Essential and Achievable**
- **Desirable and Achievable in the Near Term**
- **Desirable and Potentially Achievable in the Long Term**

These three Performance Tiers respect the near-term as well as long-term availability of financial and people (volunteer) resources for the management and operations of the Ebbetts Pass National Scenic Byway.

Essential and Achievable: Tasks which are essential to maintaining the Byway designation and providing services to visitors and communities and which can reasonably be provided by the Ebbetts Pass Scenic Byway Association with its current resources. These are tasks which are immediate, ongoing, and the direct responsibility of the Association as the local stewards of the Ebbetts Pass National Scenic Byway.

Desirable and Achievable in the Near Term: Tasks which enhance the visitor experience and provide exposure for the Byway and the Ebbetts Pass Scenic Byway Association. Tasks that are identified as ‘Desirable and Achievable’ provide benefits to Byway communities and visitors and can reasonably be accomplished with targeted applications of new financial and human resources. These tasks may be contemplated in the near future—within the 2014 to 2015 timeframe.

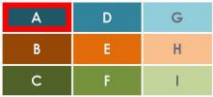
Desirable and Potentially Achievable in the Long Term: Tasks which involve physical improvements and/or programs which serve the needs of travelers, communicate the stories and sites of the Byway, and improve the effectiveness of the Association. These are tasks that require significant additional investment of human resources and financial revenue by partner organizations, public agencies, and private sectors and are not expected to be undertaken within the 2014 to 2022 timeframe unless an unexpected opportunity arises or new funding sources become available.

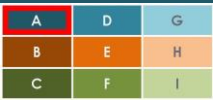
		PERFORMANCE TIERS		
		Essential and Achievable	Desirable and Achievable	Desirable and Potentially Achievable
BYWAY ACTIVITIES	Byway Management	A	D	G
	Marketing and Promotion	B	E	H
	Development Projects	C	F	I

A-3.7 Implementation Schedule

The Ebbetts Pass Scenic Byway Association has determined that the following schedule of task, Performance Levels and Activity Categories represent a practical and realistic approach for stewarding and developing the Ebbetts Pass National Scenic Byway over the 2014 to 2022 (8 year) timeframe. The Implementation Schedule respects the anticipated availability of financial and human resources as well as the participation of stakeholder agencies and organizations.

A. Essential and Achievable Byway Management Activities:

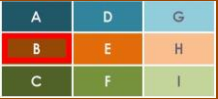
Task 	Resources / Partners	Funding Source
A-1. Complete outstanding obligations to the USDA Forest Service with regard to remaining National Scenic Byways Program grants for which they are the recipient.	• Byway Association Board members and volunteers • Significant time will be required to attend meetings, review and edit documents, implement marketing projects of Organizational Development Grant 3	Byway General Funds, Organizational Development Grant 3 funds, and Wayshowing and Interpretive Plan Grant funds
A-2. Continue to provide public, stakeholder and agency point of contact for the Ebbetts Pass National Scenic Byway.	• Byway Association Board President / Executive Director • Minimal time will be required to respond to requests for information and provide assistance, attend multi-agency task force meetings, etc.	Byway General Funds
A-3. Continue to fulfill legal duties associated with the Ebbetts Pass Scenic Byway Association--a non-profit organization 501(c)3 designation (provide information to tax preparer, file taxes and other documents, prepare annual reports, administer annual meeting, etc.).	• Byway Association Board members and paid tax preparer • Moderate time will be required to process paperwork and provide information to tax prepares	Byway General Funds

Task 	Resources / Partners	Funding Source
A-4. Continue to provide access to and monitoring of the Ebbetts Pass National Scenic Byway graphic identity, distributing electronic files and contacting parties who are using graphics inappropriately.	- Byway Association Board members - Minimal time will be required to respond to requests, provide files and contact users	Byway General Funds
A-5. Continue to maintain records, documents, electronic files, photo archives, management plans, etc. for the Ebbetts Pass National Scenic Byway and make available to the public as appropriate.	- Byway Association Board members - Minimal time and expense to maintain	Byway General Funds
A-6. Continue to maintain and expand inventories of intrinsic resources and monitor critical or "at risk" resources.	- Byway Association Board members - Minimal time to maintain -- moderate time to expand inventories and keep maps up to date and monitor projects along the Byway	Byway General Funds
A-7. Continue to evaluate current organizational and board structure and modify as necessary to ensure a sustainable organization.	- Byway Association Board members - Moderate time and effort to research organization structures, evaluate membership structures, update policy and bylaw documents, etc.	Byway General Funds

Task <table> <tr> <td>A</td><td>D</td><td>G</td></tr> <tr> <td>B</td><td>E</td><td>H</td></tr> <tr> <td>C</td><td>F</td><td>I</td></tr> </table>	A	D	G	B	E	H	C	F	I	Resources / Partners	Funding Source
A	D	G									
B	E	H									
C	F	I									
A-8. Increase visibility in the community by having Board members provide updates at business association, service group and other community meetings.	- Byway Association Board members - Minimal time and expense to update presentations and handouts	Byway General Funds									
A-9. Continue to monitor projects and development along the Byway and comment as appropriate.	- Byway Association Board members - partner with other interested groups - Minimal time and expense - could become greater if more development projects are proposed	Byway General Funds									
A-10. Continue to partner with local organizations and support the projects of local organizations that are consistent with Association goals.	- Byway Association Board members - Unknown resources required for future opportunities	Byway General Funds									

* Byway General Funds are generated by the Ebbetts Pass Scenic Byway Association through memberships, fundraisers, branded merchandise sales and donations.

B. Essential and Achievable Byway Marketing and Promotion Activities

Task 	Resources / Partners	Funding
B-1. Continue to act as news media point of contact.	- Byway Association Board President / Executive Director or appointed contact - Minimal time and expense	Byway General Funds
B-2. Continue to maintain and expand the Ebbetts Pass National Scenic Byway website, You Tube channel, Facebook page and produce quarterly newsletter.	- Byway Association Board and appointed Marketing Director and paid website designer - Moderate effort and expense to expand and improve content	Byway General Funds
B-3. Continue to sell and distribute current supply of Ebbetts Pass National Scenic Byway Guide Books.	- Byway Association Board members and Appointed Distribution Chairperson - Minimal expense and effort to solicit sales partners, deliver, and ship books	Byway General Funds
B-4. Continue to update, print & distribute byway promotional brochures as budget allows.	- Byway Association Board members - Minimal expense and effort to distribute brochures - moderate expense to distribute through paid service and moderate expense to update and re-print brochures	Byway General Funds

Task <table> <tr><td>A</td><td>D</td><td>G</td></tr> <tr><td>B</td><td>E</td><td>H</td></tr> <tr><td>C</td><td>F</td><td>I</td></tr> </table>	A	D	G	B	E	H	C	F	I	Resources / Partners	Funding
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B	E	H									
C	F	I									
B-5. Continue to produce, sell and distribute branded merchandise through Cafe Press, Ebbetts Pass Visitor Center, <i>Hermitfest</i> , Calaveras Arts Council, etc.	- Byway Association Board members - Minimal time and expense for ongoing operations - moderate expense to select, purchase and produce new items.	Byway General Funds									
B-6. Continue to produce, promote, sponsor and grow <i>Hermitfest</i> .	- Byway Association Board members - Moderate effort and expense during a short period of time - event is self-funding for the most part	Byway General Funds									
B-7. Continue to partner with local tourist bureaus to distribute materials and attend trade shows to sustain and build new awareness of the travel opportunities offered by the Ebbetts Pass National Scenic Byway.	- Byway Association Board members - Minimal effort and expense on an ongoing basis with moderate effort and expense to participate in various shows.	Byway General Funds									
B-8. Watch for low cost/low effort marketing opportunities.	- Byway Association Board members - Unknown effort and expense	Byway General Funds									

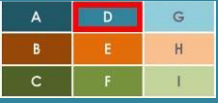
* Byway General Funds are generated by the Ebbetts Pass Scenic Byway Association through memberships, fundraisers, branded merchandise sales and donations.

C. Essential and Achievable Byway Development Projects

Task <table> <tr> <td>A</td><td>D</td><td>G</td></tr> <tr> <td>B</td><td>E</td><td>H</td></tr> <tr> <td>C</td><td>F</td><td>I</td></tr> </table>	A	D	G	B	E	H	C	F	I	Resources / Partners	Funding
A	D	G									
B	E	H									
C	F	I									
C-1. Continue to partner with the USDA Forest Service and CalTrans to install new Byway route guide signs, location signs and interpretive panels at selected sites. Only that work covered by the current Wayshowing and Interpretive Plan grant is anticipated to be completed in the initial phase.	- Byway Association Board President / Executive Director and/or assigned members - Moderate effort and expense to participate in development of plan and provide the Association's match obligations (cash and time)	Byway General Funds Some reimbursement of Association Board member time through the Wayshowing and Interpretive Grant administered by the USDA Forest Service									

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D. Desirable and Achievable Byway Management Activities

Task 	Resources / Partners	Funding
D-1. Develop expanded merchandising program.	- Byway Association Board President / Executive Director or appointed contact - Moderate effort and expense	Byway General Funds not presently secured or budgeted
D-2. Develop a second Byway event for fundraising and business benefits.	- Byway Association Board members, President / Executive Director and appointed Marketing Director - Moderate to extensive effort and expense likely required to conceive, plan, promote, and produce - New, unidentified local partner or co-sponsor	Byway General Funds not presently secured or budgeted
D-3. Pursue new Association Board members and volunteers with marketing experience to assist in developing and expanding marketing projects.	- Byway Association Board members - Minimal expense and effort	Byway General Funds not presently secured or budgeted
D-4. Pursue funding options for low cost/low effort marketing opportunities.	- Byway Association Board members, President / Executive Director, and appointed Marketing Director - New, presently unidentified local partner or co-sponsor	Byway General Funds not presently secured or budgeted

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E. Desirable and Achievable Byway Marketing and Promotion Activities

Task <table> <tr> <td>A</td><td>D</td><td>G</td></tr> <tr> <td>B</td><td>E</td><td>H</td></tr> <tr> <td>C</td><td>F</td><td>I</td></tr> </table>	A	D	G	B	E	H	C	F	I	Resources / Partners	Funding
A	D	G									
B	E	H									
C	F	I									
E-1. Consider participating in "Adopt A Highway" Program for available sections of the Byway.	• Byway Association Board members, President / Executive Director or appointed contact • New volunteers • New, presently unidentified local partner or co-sponsor • Moderate time and expense	Byway General Funds not presently secured or budgeted									
E-2. Update and re-print brochures as needed and as funds are available.	• Byway Association Board President / Executive Director and appointed Marketing Director • New, presently unidentified local partner or co-sponsor • Minimal expense to update brochure • Moderate expense to reprint brochures	Byway General Funds not presently secured or budgeted									

Task <table> <tr><td>A</td><td>D</td><td>G</td></tr> <tr><td>B</td><td>E</td><td>H</td></tr> <tr><td>C</td><td>F</td><td>I</td></tr> </table>	A	D	G	B	E	H	C	F	I	Resources / Partners	Funding
A	D	G									
B	E	H									
C	F	I									
E-3. Update and re-print guidebooks as needed and as funds are available.	• Byway Association Board President / Executive Director and Appointed Distribution Chairperson • New, presently unidentified local partner or co-sponsor • Moderate expense to update guidebooks • Significant expense to reprint guidebooks • Moderate expense and effort to solicit sales partners, deliver, and ship books	Byway General Funds not presently secured or budgeted									
E-4. Expand and improve website, newsletter and social media offerings.	• Byway Association Board appointed Marketing Director and paid website designer • Moderate expense and effort to expand website and increase frequency of newsletter	Byway General Funds not presently secured or budgeted									
E-5. Develop simple targeted marketing programs.	• Byway Association Board President / Executive Director and appointed Marketing Director • Moderate time and expense to examine and establish reliable promotion efforts	Byway General Funds not presently secured or budgeted									

Task <table> <tr><td>A</td><td>D</td><td>G</td></tr> <tr><td>B</td><td>E</td><td>H</td></tr> <tr><td>C</td><td>F</td><td>I</td></tr> </table>	A	D	G	B	E	H	C	F	I	Resources / Partners	Funding
A	D	G									
B	E	H									
C	F	I									
E-6. Partner with lodging, vacation rental and property management organizations to promote the Ebbetts Pass National Scenic Byway and provide targeted informational materials to their guests.	- Byway Association Board appointed Marketing Director or volunteer - Moderate effort and expense	Byway General Funds not presently secured or budgeted									
E-7. Institute a byway sponsored geo-caching program.	- Byway Association Board members - Moderate effort and expense on an ongoing basis to check on condition of geo-caching sites	Byway General Funds not presently secured or budgeted									

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F. Desirable and Achievable Byway Development Activities

Task <table> <tr> <td>A</td><td>D</td><td>G</td></tr> <tr> <td>B</td><td>E</td><td>H</td></tr> <tr> <td>C</td><td>F</td><td>I</td></tr> </table>	A	D	G	B	E	H	C	F	I	Resources / Partners	Funding
A	D	G									
B	E	H									
C	F	I									
F-1. Install additional Byway identification and route guide signs in cooperation with the USDA Forest Service and CalTrans as funds become available. Requires CalTrans and property owner approvals	- USDA Forest Service, and/or local visitors bureaus - Association to support communications and assist with agency coordination to the extent that financial and human resources are available	Byway General Funds not presently secured or budgeted Future grants and public agency operating and capital budgets									
F-2. Install additional Byway interpretive panels in cooperation with the USDA Forest Service as funds become available. Requires CalTrans and property owner approvals	- USDA Forest Service, and/or local visitors bureaus or attractions - Association to support communications and assist with agency coordination to the extent that financial and human resources are available	Byway General Funds not presently secured or budgeted Future grants and public agency operating and capital budgets									
F-3. Continue to partner with the USDA Forest Service on the development of the Lake Alpine Sno Park and Visitors Center.	- USDA Forest Service, CalTrans, County boards and/or local visitors bureaus - Association to support communications and assist with agency coordination to the extent that financial and human resources are available	Byway General Funds not presently secured or budgeted Future grants and public agency operating and capital budgets									

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G. Desirable and Potentially Achievable Byway Management Activities

Task <table> <tr> <td>A</td><td>D</td><td>G</td></tr> <tr> <td>B</td><td>E</td><td>H</td></tr> <tr> <td>C</td><td>F</td><td>I</td></tr> </table>	A	D	G	B	E	H	C	F	I	Resources / Partners	Funding
A	D	G									
B	E	H									
C	F	I									
G-1. Become a facilitator of multi-agency projects and partnerships to identify, define, design and fund projects which are not achievable by any single organization or agency.	- Byway Association Board President / Executive Director or appointed contact to the extent that financial and human resources are available - Anticipated time and expense to be relatively small to moderate depending on the aspects of each proposed project	Byway General Funds—sources of additional funding to be identified at time a project is identified									
G-2. Watch for opportunities for innovative programs which may come to the attention of the Association or Byway partners which could provide significant benefits to Byway visitors, communities, businesses or organizations.	- Byway Association Board members, President / Executive Director or appointed contact to the extent that financial and human resources are available - Relative small effort for observation but time and expense could expand depending on the nature of the opportunity	Byway General Funds not presently secured or budgeted and volunteer efforts									

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H. Desirable and Potentially Achievable Byway Marketing and Promotion Activities

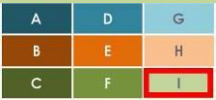
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A	D	G									
B	E	H									
C	F	I									
H-1. Continue to partner with vacation rental and property management organizations to develop promotions to target second home owners. Consider extending this promotion and information sharing program to lodging properties between Angels Camp and Arnold as well as in the Markleeville area.	- Byway Association Board President / Executive Director or appointed contact to the extent that financial and human resources are available - Anticipated time and expense to be moderate	Byway General Funds not presently secured or budgeted									
H-2. Integrate promotion and information sharing about the Ebbetts Pass National Scenic Byway with local, regional and statewide tourism market development initiatives as well as the operations of local visitor bureaus and business associations.	- Byway Association Board and Appointed Marketing Director - Moderate effort and expense to expand and improve contacts and relationships	Byway General Funds not presently secured or budgeted									
H-3. Expand efforts to attract and support the travel experience of members of specialized market segments including the clubs and organizations which represent leisure and competitive bicycling; motorcycle tours; vintage car clubs, snowmobile clubs, recreation vehicle clubs; outdoor recreation organizations for special populations; Pacific Crest Trail through hikers, etc.	- Byway Association Board President / Executive Director and Appointed Marketing Director - New, presently unidentified local partner or co-sponsor - Moderate expense and effort to solicit new partners, develop, print and distribute targeted materials, etc.	Byway General Funds not presently secured or budgeted									

Task <table> <tr><td>A</td><td>D</td><td>G</td></tr> <tr><td>B</td><td>E</td><td>H</td></tr> <tr><td>C</td><td>F</td><td>I</td></tr> </table>	A	D	G	B	E	H	C	F	I	Resources / Partners	Funding
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B	E	H									
C	F	I									
H-4. Partner with byway organizations in others parts of the United States to offer 'exchange' or "two for one" travel packages between one byway and another.	• Byway Association Board President / Executive Director and Appointed Marketing Director • Small to moderate expense and effort	Byway General Funds not presently secured or budgeted Future private sector funding and investment									
H-5. Develop informational materials to inform visitors of the level of accessibility provided at each significant Byway site and make that information available in the pre-visit and visit stages of the Byway experience.	• Byway Association Board President / Executive Director and Appointed Marketing Director and paid website designer • Moderate time and expense	Byway General Funds not presently secured or budgeted									

* Byway General Funds are generated by the Ebbetts Pass Scenic Byway Association through memberships, fundraisers, branded merchandise sales and donations

I. Desirable and Potentially Achievable Byway Development Projects

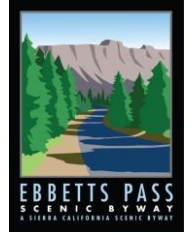
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A	D	G									
B	E	H									
C	F	I									
I-1. Develop high quality physical entrances (and exits) to the Ebbetts Pass National Scenic Byway at Markleeville and Arnold. These could be in the form of gateway signage or visitors centers.	• USDA Forest Service, CalTrans, County boards and/or local visitors bureaus • Association to support communications and assist with agency coordination to the extent that financial and human resources are available	Future grants and public agency operating and capital budgets									
I-2. Install a uniform system of Byway route guide signs and destination signs for the entire length of the Byway in both directions consistent with the Ebbetts Pass Wayshowing and Interpretive Plan currently being developed for the Byway under the direction of the USDA Forest Service.	• USDA Forest Service, CalTrans, County boards and/or local visitors bureaus • Association to support communications and assist with agency coordination to the extent that financial and human resources are available	Future grants and public agency operating and capital budgets									
I-3. Install a uniform system of signs to identify the location of every important scenic vista, roadside stop for historic sites, trailheads, and other in-route destinations along the Byway consistent with the Ebbetts Pass Wayshowing and Interpretive Plan currently being developed for the Byway under the direction of the USDA Forest Service.	• USDA Forest Service, CalTrans, County boards and/or local visitors bureaus • Association to support communications and assist with agency coordination to the extent that financial and human resources are available	Future grants and public agency operating and capital budgets									

Task 	Resources / Partners	Funding
I-4. Partner with commercial Global Positioning System (GPS) data developers and other information providers to offer several Byway route and point (site) data applications to travelers in the pre-visit, visit, and post-visit stages of their experience with the Ebbetts Pass National Scenic Byway.	• Association to support communications and assist with coordination and quality assurance as financial and human resources are available	Future private sector funding and investment
I-5. Implement the recommendations and design direction that is provided in the Interpretive Master Plan for the Ebbetts Pass National Scenic Byway as developed under the direction of the USDA Forest Service.	• USDA Forest Service and/or local visitors bureaus • Association to support communications and assist with agency coordination to the extent that financial and human resources are available	Future grants and public agency operating and capital budgets
I-6. Prepare downloadable interpretive itineraries which offer users the option of selecting different themes or subject material such as wildlife, Native American history, overall natural history, geology, historic and modern lumbering practices, heritage trees, recreation activities and information, etc.	• USDA Forest Service and/or local visitors bureaus • Association to support communications and assist with agency coordination to the extent that financial and human resources are available	Future grants and public agency program budgets

Task <table> <tr><td>A</td><td>D</td><td>G</td></tr> <tr><td>B</td><td>E</td><td>H</td></tr> <tr><td>C</td><td>F</td><td>I</td></tr> </table>	A	D	G	B	E	H	C	F	I	Resources / Partners	Funding
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B	E	H									
C	F	I									
I-7. Support the development and offering of in-depth and professionally presented guided tours of the Byway's corridor and its numerous and varied interpretive and intrinsic resources for small tour groups.	Association to support communications and assist with coordination and quality assurance as financial and human resources are available	Future private sector funding and investment									
I-8. Identify, design, and construct site development projects which will increase access to Byway resource sites for persons of all abilities including the development of driveways, parking areas, toilet facilities, picnic areas, scenic overlooks, trailhead information areas, walkways and paths.	- USDA Forest Service, CalTrans, County boards and/or local visitors bureaus - Association to support communications and assist with agency coordination to the extent that financial and human resources are available	Future grants and public agency operating and capital budgets									
I-9. Proposed development projects that were recommended in the 2004 Corridor Management Plan but which were not listed above should be considered for implementation as funds may become available.	- USDA Forest Service, CalTrans, County boards and/or local visitors bureaus - Association to support communications and assist with agency coordination to the extent that financial and human resources are available	Future grants and public agency operating and capital budgets									

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Chapter A-4: Public Agency and Jurisdictional Roles



The safety, the appeal, the values and benefits, the protection of the mighty as well as fragile resources, and essentially all that make the Ebbetts Pass National Scenic Byway a local, state, and national treasure could never have been accomplished and, by extension, cannot be sustained into the future without the array of federal, state, county and municipal agencies continually fulfilling their individual statutory roles and program duties in connection with the Byway. Residents and Byway visitors alike would not experience the wide range of services, protections and amenities that only the following agencies can directly and indirectly provide to steward and develop the Ebbetts Pass National Scenic Byway:

- U.S. Department of Agriculture Forest Service
- U.S. Department of the Interior Bureau of Land Management
- Federal Highway Administration
- California State Parks
- California Department of Transportation
- California Highway Patrol
- California Office of Tourism
- Alpine County Government
- Calaveras County Government
- Calaveras Council of Governments
- Others

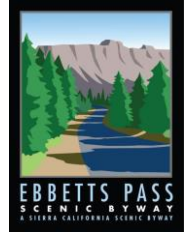
These are among the numerous functions provided by federal, state and local public agencies that directly and indirectly sustain the Ebbetts Pass National Scenic Byway:

- Road surface maintenance and repair
- Snow removal
- Litter control and pickup
- Installation, maintenance and replacement of signs, traffic control devices and pavement markings
- Preparation and distribution of maps and travel information
- Enforcement of traffic regulations and commercial truck traffic
- Maintenance of right of way vegetation, drainage ways and drainage structures
- Driveway and access permits

- Monitoring and reporting of road and weather conditions
- Protection of threatened and endangered species
- Wildfire suppression
- Enforcement of hunting and fishing laws and regulations
- Viewshed management
- Control of outdoor advertising
- Development, construction, management and maintenance of trails, day use areas, campgrounds, equestrian areas, and winter recreation areas
- Land use planning and regulations, zoning and permitting, development and building permits and code enforcement
- EMT response and services
- 911 call services
- Calaveras and Alpine Search and Rescue
- 511 Sacramento Region Travel Information
- Adopt-a-Highway program
- State and international tourism promotion
- Others

Ongoing success of the Ebbetts Pass National Scenic Byway will rely on the array of public agencies continuing to have the financial and human resources matched with dedicated leadership to fulfill their individual roles in providing the protection, development, maintenance and communication of information which directly and indirectly supports the Ebbetts Pass National Scenic Byway.

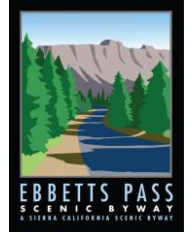
Chapter A-5: Organizational and Private Sector Roles



When compared with the array of public agencies and jurisdictional roles, private sector Byway stakeholders represent an even broader array of organizations that contribute to the protection of intrinsic resources and enhancement of the visitors' experience. This broad spectrum includes utility companies; cell phone service providers; visitors bureaus and business associations (including but limited to Calaveras Visitors Bureau, Calaveras Chamber of Commerce, Murphys Business Association, the Ebbetts Pass Visitors Center, Greater Arnold Business Association (GABA), the Bear Valley Business Association, and the Alpine County Chamber of Commerce) which promote the Byway's many tourism assets, as well as the many private for-profit businesses and corporations which rely on and contribute to the Byway's visitor experiences. In turn, as the highly varied private sector array contributes in unique ways to the Ebbetts Pass National Scenic Byway, these organizations can identify that the Byway has contributed to their success indirectly and directly.

In short, a multitude of private sector organizations, corporations, and individual enterprises contribute information, lodging, food, vehicle services, products and services, outlets for local artists and crafts people, and others contribute very significant value to the visitors and users of the Ebbetts Pass National Scenic Byway. In return, each visitor to the Ebbetts Pass National Scenic Byway contributes to the economic viability of byway businesses, organizations and agencies.

Chapter A-6: Market and Tourism Development Plan for the Byway



A-6.1: Background

Input for the Market Development and Promotion Plan for the Byway

Input for the updating of this important portion of the 2013 Corridor Management Plan comes from a variety of sources including:

- The 2004 Corridor Management Plan provides the benchmark direction for the Byway's market and tourism development. Many of the observations and recommendations made in 2004 remain relevant to the 2013 Corridor Management Plan. The market development materials of the 2004 Corridor Management Plan are included as a Supplemental Document. The observations and direction provided in this chapter expand and update the 2004 Corridor Management Plan's emphasis on effective market development for the Ebbetts Pass National Scenic Byway.
- Stakeholder input obtained from the public information meetings and interviews conducted during the planning process. Please refer to the **Report of Stakeholder Input**, May 13, 2013, a Supplemental Document.
- Review of available tourism promotion literature and websites offered by the State of California, local visitor bureaus and business organizations, private tourism attractions, the USDA Forest Service, California State Parks, and the Ebbetts Pass Scenic Byway Association.
- Experiences and observations of other National Scenic Byways and state byways.

Historic Perspective for Market and Tourism Development of the Byway

Historically, the Ebbetts Pass region of the Sierra Nevada Mountains has attracted people who travel to the area for the experience and enjoyment of its many natural wonders and historic treasures. The challenges of the wilderness experience with back-country hiking and primitive camping; hiking among the magnificent groves of giant sequoia; canoeing, rafting and kayaking on mountain-fed streams; alpine, cross-country skiing, snow-shoeing and snowmobiling in the winter season; trout fishing; motorcycling or driving a vintage car on the winding switchbacks of State Highway 4; individual cycling or pushing one's limits in the Death Ride; or simply spending a day driving from one magnificent vista to another are among the reasons people select,

plan, visit, recall and refer repeatedly to the natural experiences that are inherently the foundation of the Ebbetts Pass National Scenic Byway.

Likewise the human history—Native American, westward settlement, lumber, mining, small towns, ranching—draw travelers to the Byway's corridor to view individual sites or attend festivals and events based on the region's history to enhance their sense of cultural relevance. No less important are the cultural drivers for leisure travel to the Byway's corridor which intrinsically include the visual and performing arts, wine tasting, locally grown produce, fine dining, specialty shopping and antiquing, or just simply getting away from it all and relaxing for a change.

Supporting all of the leisure-time opportunities found along the Byway are the array of public campsites as well as the significant private real estate investment made in second homes, vacation or rental properties and bed and breakfast lodging. In short, the leisure-time "infrastructure" is year-round, substantial, widely varied, and has the capacity to support reasonable growth in the volume of travelers who could experience the Ebbetts Pass National Scenic Byway as a travel destination.

It is worth noting that when generally compared to many other National Scenic Byways, the Ebbetts Pass National Scenic Byway is surrounded by a relatively long standing culture—a social network—that recognizes, supports and, as such, has come to rely on the role that authentic leisure travel plays in the local economy and community livability. Many other byways—state and national—do not enjoy the importance local citizens place on providing a quality visitor experience coupled with a deep respect for the quality of the natural, historic and cultural environments that are intrinsic to the Byway. As a local stakeholder put it, "We want and welcome visitors but not at a cost to the qualities of the lives we enjoy and value here."

Manifesting the direct benefits of local tourism—visitor spending for lodging, meals, vehicle services, admission, and shopping for local products—requires much more than an advertising campaign and a catchy slogan. The term "market development" as used in the context of the Ebbetts Pass National Scenic Byway and this Corridor Management Plan refers to a full range of factors that can sustain long-term success when those factors are well integrated and work together to support the tourism benefits of the Byway.

Economic Impact of Tourism and Byways

The positive economic impacts of travel and tourism for Alpine and Calaveras Counties is well documented and significant. The tables, abstracted from *California Travel Impacts by County, 1992-2011*, presented below indicate some of the most recently reported information pertaining to the local economic impact of travel and tourism:

Alpine County, 2011

Total Direct Travel Spending (\$ Million)

Visitor Spending at Destination	\$ 24.7
---------------------------------	---------

Visitor Spending by Type of Traveler Accommodation (\$ Million)

Hotel, Motel	\$ 13.9
Private Campground	\$ 0.7
Public Campground	\$ 1.3
Private Home	\$ 0.4
Vacation Home	\$ 5.6
Day Travel	\$ 2.8

Tax Receipts Generated by Travel Spending (\$ Million)

Local Tax Receipts	\$ 0.5
State Tax Receipts	\$ 0.7

Calaveras County, 2011

Total Direct Travel Spending (\$ Million)

Visitor Spending at Destination	\$ 154.1
---------------------------------	----------

Visitor Spending by Type of Traveler Accommodation (\$ Million)

Hotel, Motel	\$ 30.9
Private Campground	\$ 15.8
Public Campground	\$ 25.5
Private Home	\$ 21.6
Vacation Home	\$ 40.5
Day Travel	\$ 19.7

Tax Receipts Generated by Travel Spending (\$ Million)

Local Tax Receipts	\$ 1.4
State Tax Receipts	\$ 4.9

Source: California Travel Impacts by County, 1992-2011, May 2013, California Travel and Tourism Commission

A-6.2: The Total Visitor Experience—a Basis for Market Development of the Byway

With an extensive leisure-time “infrastructure” supporting the Ebbetts Pass National Scenic Byway, it is important for the Byway’s many stakeholders to recognize and participate in supporting a “total visitor experience” for the Ebbetts Pass National Scenic Byway as they seek to realize a return on the commitment of their missions and investment of human and financial resources in the Byway. Visitors of all types, segments, and demographic profiles essentially follow a similar sequence of stages to experience any leisure-travel destination. These can be defined as the **visitor experience stages**:

1. Pre-visit

- **Select** the leisure travel destination
- **Plan** the trip

2. Visit

- Conduct the **visit and travel** the byway

3. Post-visit

- **Recall and reflect** on the visit and byway experiences following the trip
- **Refer** to the byway experience for a future return trip or to another party

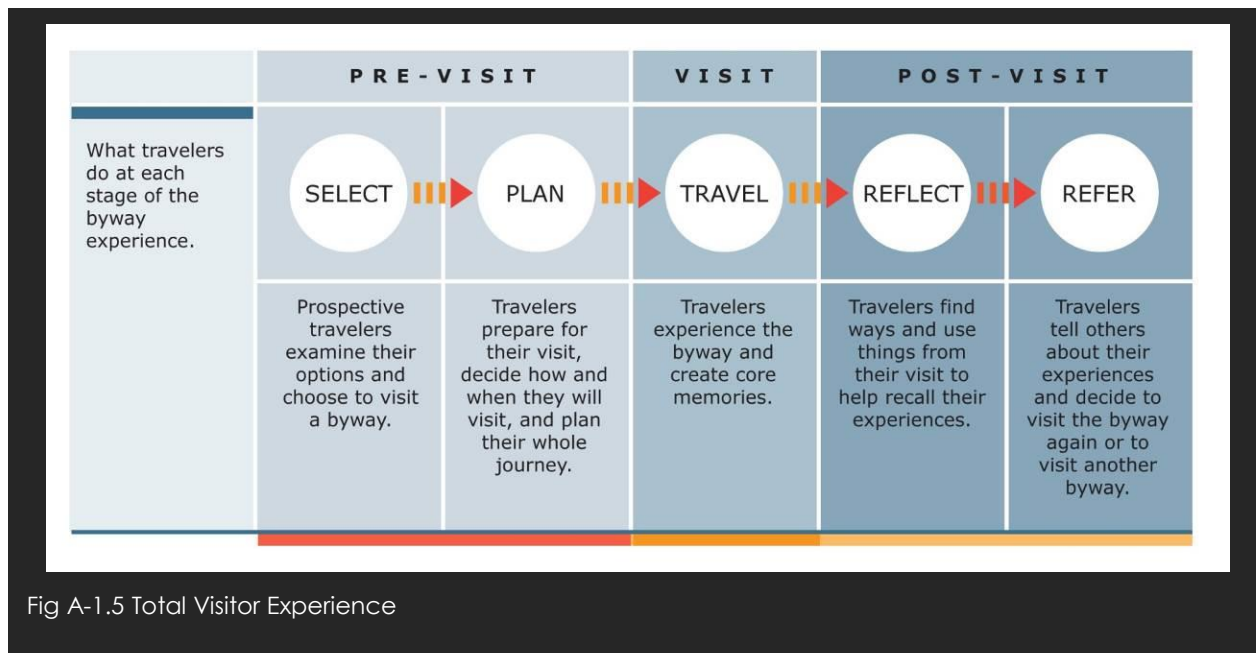


Fig A-1.5 Total Visitor Experience

The role of communicating information during all stages of the visitor experience is critical and is perhaps most important to the market development of the Ebbetts Pass National Scenic Byway. In the **pre-visit** stage, a travel party must first decide to visit (**select**) the Ebbetts Pass National Scenic Byway from all options available to them. To make the selection of the Byway as a prospective travel destination, compelling and accurate information needs to be available and the sources of that information can range from brochures, websites, and, perhaps most effectively, positive word-of-mouth recommendations from trusted friends and acquaintances. Next, and before travel begins, people need accurate and complete information to **plan** their visit. Where exactly is the Ebbetts Pass National Scenic Byway; what specifically is there to do there; what are the likely weather conditions; and what are the overnight lodging choices are among the types of information people need to have available to plan a trip to the Byway. Return visitors as well as first-time travelers require this information.

During the **visit**, a host of information needs to be communicated to travelers to meet their wayfinding, education, interpretive and safety needs and desires. And, **post-visit** is an equally important part of the visitor experience. People need to have information in the form of guide books, brochures, note cards, artwork, etc. to assist them in **recalling** the rewarding and enjoyable experience they had while visiting the Ebbetts Pass National Scenic Byway. The recollections of their positive experience will then likely lead to their return visit or a **referral** to another prospective Byway visitor. Therefore, market development of the Ebbetts Pass National Scenic Byway needs to respect and take advantage of the **pre-visit**, **visit** and **post-visit** stages of the complete byway visit experience.

A-6.3: Types of Byway Visitors

By their very nature, byways provide benefits to many types of visitors with broad and diverse interests and the Ebbetts Pass National Scenic Byway is no exception. Inherently, the diversity of visitor types related to byways is both an opportunity and challenge: an opportunity because the marketplace of existing and prospective byway visitors is broad and potentially large and a challenge because information and promotional media—brochures, advertisements, websites, etc.—need to be effective at reaching specific and sometimes conflicting interests. For example, features that would “sell” history buffs to visit a byway may not be the same benefits that would attract adventure bicyclists.

Since undertaking in-depth primary market research studies for the Ebbetts Pass National Scenic Byway and the vast majority of national and state byways is beyond

the means of their local organizations, secondary sources of byway visitor information need to supplement local observations to serve as a basis for setting priorities for promoting and developing the market for a broad range of visitor interests in the Byway.

Who Drives a Designated Scenic Byway?

First, it is worthwhile to note that byway travel is a popular travel activity nationwide and is consistently ranked very well when compared to other travel activities. In *The State of the American Traveler*, their most recent report of national travel trends and preferences published in January 2013, the travel research company Destination Analysts, Inc. reveals that "driving a designated scenic byway" is an activity that 15.5% of those surveyed choose during their leisure trips. In recent previous reports, those figures have reached over 20%. It is revealing to examine those leisure activities less reported -- wineries, resorts, golfing, hunting, and a variety of other popular pursuits are ranked lower than driving a designated byway.

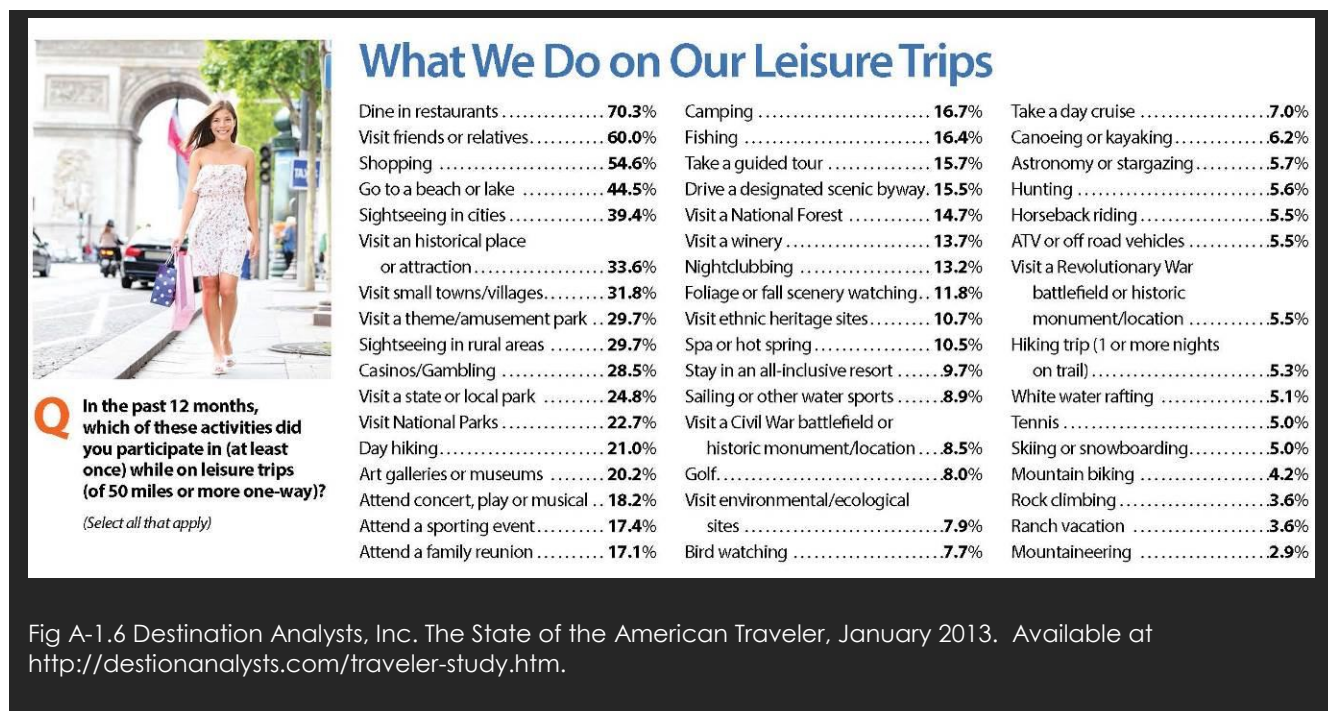


Fig A-1.6 Destination Analysts, Inc. *The State of the American Traveler*, January 2013. Available at <http://destinationanalysts.com/traveler-study.htm>.

A second source of data pertaining to the popularity of driving scenic byways comes from the National Visitor Use Monitoring (NVUM) program conducted by the USDA Forest Service. The NVUM program provides science-based estimates of the volume and characteristics of recreation visitation to the National Forest System, as well as the benefits recreation brings to the American public. Completed in 5-year cycles, the

NVUM program helps the Forest Service to manage its recreation resources in such a way that best meets the needs of visitors while maintaining the quality of the natural resource base. According to the most recent National Summary Report update May 20, 2013:

“Results from the field data yield an estimate of just over 160 million recreation visits to National Forests. That is slightly higher than the visitation estimates for 2005-2009 (155.8 million), and 2006-2010 (157.1 million), and 2007-2011 (159.0 million). As well, we estimate there were an additional 300 million occasions of people traveling on scenic byways and similar routes near National Forest lands, in which visitors appreciated the beauty of the National Forests from their vehicles.”

The 2004 NVUM report prepared specifically for the Stanislaus National Forest likewise suggests a high level of visitor recognition of the importance of scenic byways including the Ebbetts Pass Scenic Highway. Table 14 of the report, percentage use of facilities and specially designated areas on the Stanislaus National Forest indicate that 11 percent of users reported that they drove a scenic byway.

FACILITY	PERCENT
Developed Campground	16.34
Developed Swimming Site	18.33
Forest Trails	25.29
Scenic Byway	11.07
Wilderness	8.02
Museum	2.51
Picnic Area	21.26
Boat Launch	6.61
Designated OHV Area	3.98
Forest Roads	19.10
Interpretive Displays	0.83
Information Sites	2.56
Organization Camps	0.71
Developed Fishing Site	9.47
Snowmobile Area/Trails	1.65
Downhill Ski Area	16.23
Nordic Trails	0.08
FS Lodge	2.90
FS Fire Lookout	0.18
Snowplay Area	2.54
Motorized Trails	4.61
Recreation Residence	2.89

With the unique geographic location and configuration of the Ebbetts Pass National Scenic Byway, it is reasonable to speculate that a very high percentage of visitors to this area would say that they have driven on a designated scenic byway: to reach their destination for camping, hiking, skiing and other winter activities, kayaking, etc., they had no real other choice but to have driven on a byway. The real question may be, "How many leisure travelers knew they were driving on the Ebbetts Pass National Scenic Byway?"

Byway Travel Segments

A second source of information pertaining to byway traveler types is a landmark study completed more than a decade ago and is referenced by many byway organizations today. In their work for the National Scenic Byway Program, Strategic Marketing and Research, Inc. and Bates Midwest identified six potential travel segments that relate to most byways. These are:

History Buffs

- Historic sites
- Museums and culture
- Archaeological sites
- Educational attractions & activities
- Natural activities and beauty
- Enjoy nostalgia
- Scenic beauty
- Enjoy local flavor
- Memorable attractions

Most of the Ebbetts Pass National Scenic Byway interpretive sites and resources offer the characteristics listed above.

Outdoor Enthusiasts

- Outdoor recreation opportunities
- Water or beach activities
- Adventure
- Natural beauty and scenery
- Seasonal variations
- Trails, hiking and biking
- Winter recreation opportunities

The state parks, byway access points, and federal lands resources associated with the Byway offer these amenities.

Perpetual Shoppers

- Shopping
- Antiquing
- Nightlife
- Interesting dining
- Locally produced goods

Shopping opportunities exist along the highways leading to the Byway and in the communities of Angels Camp, Murphys, Arnold and Markleeville.

Variety Seekers

- Period of time to travel
- Unique experiences
- Variety of things to do
- Events

The Ebbetts Pass National Scenic Byway offers nature-based opportunities and wilderness experiences within short driving distances of larger population centers.

Classic Relaxers

- Unhurried pace
- Chance to relax

Touring the Ebbetts Pass National Scenic Byway will offer the traveler control over how much time to spend at any site.

Child-oriented

- Cost
- Things children will enjoy

The Ebbetts Pass National Scenic Byway offers experiences appropriate for children and their families to enjoy.

Geographic Proximity

Another way to understand customers and users, and how to target market development of the Ebbetts Pass National Scenic Byway, is to think of users in degrees of familiarity or proximity to the Byway. From this perspective, promotion and market development can reach travelers, customers, and users in these categories:

Local residents living near the Ebbetts Pass National Scenic Byway who have **little or no familiarity** with the history or existence of the Byway. Market development for this

segment would emphasize an introductory orientation to the overall theme of the Ebbetts Pass National Scenic Byway. Second home owners or repeat renters and people visiting friends or family are groups which can likely benefit from introductory orientations to the Byway.

Local residents living near the Byway who **already know and appreciate the importance of certain local sites and stories**. Market development for people in this group might develop the interpretive sub-themes or encourage travel along the Byway to visit other local sites beyond the immediate area.

State residents. A primary motivation for people in this group would be to recognize the Ebbetts Pass National Scenic Byway as an important and fascinating historic resource of their state's history.

Scenic Byway enthusiasts —people who seek out designated scenic byways as leisure travel destination—will benefit from market development that relates the Ebbetts Pass National Scenic Byway to other historic byways of the United States.

State visitors who are the focus of market development programs of the state of California as well as local tourism groups. Market development of the Ebbetts Pass National Scenic Byway for state visitors can and should complement travel experiences that are intended to develop non-resident tourism.

Specific Leisure Travel Segments Using the Byway

One of the most cost effective means of sustaining as well as expanding the number of visitors to the Ebbetts Pass National Scenic Byway is to focus on the existing populations of visitors who are already using the Byway. Four manifestations of expanding the existing visitor base are to:

- Extend an existing trip or visit by touring to a previously unvisited site or attraction.
- For repeat visitors, plan their next trip to be longer.
- Return during another time of the year in addition to a visitor's regular visit weekend or week.
- Invite another travel party to travel to the Byway.

Here are a few examples of how the existing population of Ebbetts Pass National Scenic Byway visitors could be 'expanded':

- 'Day-trippers' originating from California's Central Valley region can be encouraged to return during a different season or to stay overnight on their next trip.
- Winter sports enthusiasts can be urged to return during a different season for pursuing another type of outdoor recreation activity.
- State Park visitors can be encouraged to 'get more' from their admission by driving the Byway.
- USDA Forest Service campground users can be informed they are staying on a National Scenic Byway and encouraged to take a day trip along the route.
- Motorcyclists can be encouraged to return with several other riders for the thrill of driving the Byway.
- Bicyclists who participate in the Death Ride should be encouraged to return for additional rides or for a non-bicycle based trip.
- Vintage and custom car clubs and enthusiasts can be encouraged and incentivized to return to enjoy the Byway's other experience opportunities.
- Visitors to Markleeville, Arnold, Murphys and Angels Camp should be encouraged to explore the Byway.

From brief casual visits with people in 2012 who were stopping at various locations along the Byway, members of the David L. Dahlquist Associates consulting team repeatedly observed people reporting that every year they make a trip to Ebbetts Pass to observe the grand scenery and vistas.

A-6.4: Byway Information Materials

In the 2008 to 2013 timeframe, visitors to the Ebbetts Pass National Scenic Byway have benefited from a variety of new communication and information media which has helped them select the Byway as a leisure-travel destination; plan a trip to the area; conduct their visit with much needed, on-the-go information and provided tangible materials for them to recall and refer their byway experience to others. Indeed, the Ebbetts Pass Scenic Byway Association should be proud of several of its communications materials—the interpretive guide and the www.scenic4.org website are the envy of other byway organizations for their attractiveness and effectiveness of communicating with prospective and actual byway travelers.

The tabulation presented below indicates the various types of media currently employed to assist travelers with selecting, planning, visiting, recalling and referring to their experience with the Ebbetts Pass National Scenic Byway. Please note the stage of the visitor experience during which each media is likely to be most effective.

Existing Ebbetts Pass National Scenic Byway Information Materials

Information Media	PRE-VISIT		VISIT	POST-VISIT	
	SELECT	PLAN	TRAVEL	REFLECT	REFER
www.byways.org	●	●			●
www.scenic4.org	●●	●●	●	●	●
Ebbetts Pass National Scenic Byway Facebook page	●	●	●	●	●
You Tube videos of Ebbetts Pass National Scenic travel	●	●		●	●
Ebbetts Pass National Scenic Byway Brochures	●			●	●
Visitor Center Staff (Markleeville and Arnold)	●	●	●		
Visitor Center Byway map and information exhibits (Markleeville and Arnold)	●	●●	●		
USDA Forest Service Information kiosks	●	●	●		
Your Guide to the Ebbetts Pass National Scenic Byway	●	●●	●	●	●
"Poppy Route" Scenic Highway Signs			●		
Use of graphic Identity at local commercial establishments	●			●	
Branded Merchandise	●			●	●
Postcards and posters of Ebbetts Pass graphics	●			●	●
<i>Hermitfest</i> promotional material	●	●		●	
<i>Hermitfest</i> event	●		●	●	●

Relative Importance to Visitor Experience

● Low

● Medium

● High

While the media listed above is effective in promoting and enriching a visitor's experience with the Ebbetts Pass National Scenic Byway, a number of information materials need to be added to the collection of Byway communication media to effectively support a safe and enriching Byway experience. The primary forms include those identified in the following table:

Recommended Additional Ebbetts Pass National Scenic Byway (EPNSB) Information Materials

Information Media	PRE-VISIT		VISIT	POST-VISIT	
	SELECT	PLAN	TRAVEL	REFLECT	REFER
Information packets to fulfill requests by organizations/clubs and travel writers					
Incorporation of EPNSB information in State of California Tourism literature					
Incorporation of EPNSB information in State of California Highway map					
Incorporation of EPNSB information in local tourism literature					
Identification of EPNSB information in California State Park literature					
Identification of EPNSB information in USDA Forest Service literature					
Illustration of EPNSB in local community and county road and street maps					
Free tear-sheet maps illustrating the EPNSB					
Byway Entrance Signs at Markleeville and Arnold					
Route Guide Signs					
Byway Attraction Identification Signs					
Interpretive media and exhibits installed at identified sites					

Relative Importance to Visitor Experience

 Low

 Medium

 High

A-6.5: Market Development Objectives for the Ebbetts Pass National Scenic Byway

The following objectives are provided as guidance for the Ebbetts Pass Scenic Byway Association as well as public agencies and private sector organizations in their efforts to be effective in sustaining and expanding the number of people who visit and enjoy the Byway.

- Provide compelling and useful information to meet the needs and desires of Byway users at all stages of their visitor experience.
- Emphasize positive referral-based market development—favorable word-of-mouth recommendations from one Byway user to a prospective Byway visitor are among the most effective market development techniques.
- Support and encourage the numerous information outlets hosted by the U.S. USDA Forest Service, Bureau of Land Management, California State Parks, CalTrans and other state agencies to identify, recognize and encourage their constituents to experience the Ebbetts Pass National Scenic Byway.
- Encourage and support the wide range of locally based website providers—public, semi-public and private or commercial—to recognize the Ebbetts Pass National Scenic Byway and their relationship to the Byway i.e. “We are located on the Byway”, and to link the www.scenic4.org website.
- Support entrepreneurial enterprises—new and existing—in appropriately capitalizing on the brand identity and recognition that comes with the Ebbetts Pass National Scenic Byway and its designation as a National Scenic Byway.
- Ensure that the experience opportunities—the physical sites and stops along the Byway—are well established, signed, made reasonably accessible, and well maintained for all travelers and users.
- Emphasize that all field and front-desk personnel associated with the Byway's numerous attractions need to be well trained, hospitable, good communicators, and knowledgeable of the entire Byway, not just their particular site.

A-6.6: Principal Messages for Market Sustenance and Development—Byway Brand Identity

The following “position” or “benefit” messages are recommended to distinguish Ebbetts Pass National Scenic Byway:

- “—est” positioning. The Byway can be positioned to feature its most superlative (e.g., biggest, oldest, highest, tallest) assets including most rustic, least traveled, most pristine, most accessible redwood grove, etc.
- Solitude and the Byway's capacity to offer visitors the ability to “get away from it all”.
- A real sense of discovery—a personal experience coupled with the experience of discovery sensed by early explorers and settlers.
- Authenticity – communities are sites that authentically offer a true Sierra Nevada experience.
- Year-round accessibility and four seasons of experience.
- A great travel value—there's no admission fee to drive the Byway.
- An American Treasure—a unique byway among the 150 nationally designated byways.
- Small town hospitality of the communities leading to and found along the Byway.

A-6.7: Market Development and Promotion Functions for the Byway

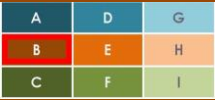
As discussed earlier in this document, the practical realities of limited human and financial resources have brought the Ebbetts Pass Scenic Byway Association to identify a set of ‘Essential and Achievable’ activities—the most essential Byway management and operational activities-- it can provide at the present (2013) levels financial and time capabilities. Additionally, the Association has identified ‘Desirable and Achievable’ activities which it could provide only if additional financial and/or human resources become available to the Association and ‘Desirable and Potentially Achievable’ activities. Please refer to A-3.5 through A-3.7 for more information

There are several Essential and Achievable Byway Management Activities which directly support the market development and promotion of the Byway. These include:

Task	Resources / Partners									
<table><tr><td>A</td><td>D</td><td>G</td></tr><tr><td>B</td><td>E</td><td>H</td></tr><tr><td>C</td><td>F</td><td>I</td></tr></table> A-1. Complete outstanding National Scenic Byways Program grant obligations including those with Byway grant recipients (Organizational Development Grant 3; Wayshowing and Interpretive Plan Grant). The Wayshowing and Interpretive National Scenic Byways Program grant will support the installation of wayshowing signs which will serve the wayfinding needs of travelers and expand the brand awareness of the Byway.	A	D	G	B	E	H	C	F	I	• Byway Association Board members and volunteers • Significant time will be required to attend meetings, review and edit documents, implement marketing projects of Organizational Development Grant 3
A	D	G								
B	E	H								
C	F	I								
A-2. Continue to provide public, stakeholder and agency point of contact for the Ebbetts Pass National Scenic Byway. In selecting and planning a trip to the Ebbetts Pass National Scenic Byway, prospective visitors frequently have questions that need prompt and accurate responses. It is essential that a public point of contact be continually maintained for meeting the purpose of assisting prospective visitors with pre-visit information needs. Likewise, during their visit to the Byway, travelers will often have in-trip questions that can only be answered by a representative of the Byway. As local units of federal and state recreation areas include recognition of the Ebbetts Pass National Scenic Byway as yet another compelling reason for people to use and travel to the existing recreation opportunities in the Byway's corridor, a representative of the Ebbetts Pass Scenic Byway Association will need to respond to and potentially participate in increasing the brand identity and benefits of the Byway.	• Byway Association Board President / Executive Director • Minimal time will be required to respond to requests for information and provide assistance, attend multi-agency task force meetings, etc.									

Actions and recommend performance levels are tabulated below.

Essential and Achievable Marketing and Promotion Activities

Task 	Resources / Partners
B-1. Continue to act as news media point of contact. Local, state and national news outlets are critical to providing a positive position of the Byway, particularly in the aftermath of an otherwise negative weather, wildfire, etc. episode.	• Byway Association Board President / Executive Director or appointed contact • Minimal time and expense
B-2. Continue to maintain and expand the Ebbetts Pass National Scenic Byway website, You Tube channel, Facebook page and produce quarterly newsletter. These communication outlets are essential to meet the needs and desires of people at all stages of the byway travel experience.	• Byway Association Board and appointed Marketing Director and paid website designer • Moderate effort and expense to expand and improve content
B-3. Continue to sell and distribute current supply of Ebbetts Pass National Scenic Byway Guide Books. The Guide provides an excellent resource in all stages of the Byway travel experience.	• Byway Association Board members and Appointed Distribution Chairperson • Minimal expense and effort to solicit sales partners, deliver, and ship books
B-4. Continue to update, print & distribute byway promotional brochures as budget allows.	• Byway Association Board members • Minimal expense and effort to distribute brochures - moderate expense to distribute through paid service and moderate expense to update and re-print brochures

Task		Resources / Partners									
<table><tr><td>A</td><td>D</td><td>G</td></tr><tr><td>B</td><td>E</td><td>H</td></tr><tr><td>C</td><td>F</td><td>I</td></tr></table>		A	D	G	B	E	H	C	F	I	
A	D	G									
B	E	H									
C	F	I									
B-5.	Continue to produce, sell and distribute branded merchandise through Cafe Press, Ebbetts Pass Visitor Center, <i>Hermitfest</i> , Calaveras Arts Council, etc.	• Byway Association Board members • Minimal time and expense for ongoing operations - moderate expense to select, purchase and produce new items.									
B-6.	Continue to produce, promote, sponsor and grow <i>Hermitfest</i> .	• Byway Association Board members • Moderate effort and expense during a short period of time - event is self-funding for the most part									
B-7.	Continue to partner with local tourist bureaus to distribute materials and attend trade shows to sustain and build new awareness of the travel opportunities offered by the Ebbetts Pass National Scenic Byway.	• Byway Association Board members • Minimal effort and expense on an ongoing basis with moderate effort and expense to participate in various shows.									
B-8.	Watch for low cost/low effort marketing opportunities. All stakeholders need to be alert to unforeseen opportunities that can fulfill any of the overall market development objectives for the Byway.	• Byway Association Board members • Unknown effort and expense									

Desirable and Achievable Marketing and Promotion Activities

Task		Resources / Partners									
	<table><tr><td>A</td><td>D</td><td>G</td></tr><tr><td>B</td><td>E</td><td>H</td></tr><tr><td>C</td><td>F</td><td>I</td></tr></table>	A	D	G	B	E	H	C	F	I	
A	D	G									
B	E	H									
C	F	I									
E-1. Consider participating in "Adopt A Highway" Program for available sections of the Byway.		• Byway Association Board members, President / Executive Director or appointed contact • New volunteers • New, presently unidentified local partner or co-sponsor • Moderate time and expense to initiate • Minimal time and expense to sustain									
E-2. Update and re-print brochures as needed and as funds are available.		• Byway Association Board President / Executive Director and appointed Marketing Director • New, presently unidentified local partner or co-sponsor • Moderate effort and expense to expand and improve content									
E-3. Update and re-print guidebooks as needed and as funds are available.		• Byway Association Board President / Executive Director and Appointed Distribution Chairperson • New, presently unidentified local partner or co-sponsor • Moderate expense and effort to solicit sales partners, deliver, and ship books									

Task		Resources / Partners									
	<table><tr><td>A</td><td>D</td><td>G</td></tr><tr><td>B</td><td>E</td><td>H</td></tr><tr><td>C</td><td>F</td><td>I</td></tr></table>	A	D	G	B	E	H	C	F	I	
A	D	G									
B	E	H									
C	F	I									
E-4. Expand and improve website, newsletter, produce Byway route maps, and social media offerings.		• Byway Association Board appointed Marketing Director and paid website designer • Moderate expense and effort to expand and frequently maintain website and social media									
E-5. Develop simple targeted marketing programs.		• Byway Association Board President / Executive Director and appointed Marketing Director • Moderate time and expense to examine and establish reliable promotion efforts									
E-6. Partner with lodging, vacation rental and property management organizations to promote the Ebbetts Pass National Scenic Byway and provide informational materials to their guests.		• Byway Association Board appointed Marketing Director • Moderate effort and expense									
E-7. Institute a byway sponsored geo-caching program.		• Byway Association Board members • USDA Forest Service and State Parks • Moderate effort and expense on an ongoing basis to check on condition of geo-caching sites									

Desirable and Potentially Achievable Marketing and Promotion Activities

Task		Resources / Partners									
	<table><tr><td>A</td><td>D</td><td>G</td></tr><tr><td>B</td><td>E</td><td>H</td></tr><tr><td>C</td><td>F</td><td>I</td></tr></table>	A	D	G	B	E	H	C	F	I	
A	D	G									
B	E	H									
C	F	I									
H-1. Continue to partner with vacation rental and property management organizations to develop promotions to target second home owners. Consider extending this promotion and information sharing program to lodging properties between Angels Camp and Arnold as well in the Markleeville area.		• Byway Association Board President / Executive Director or appointed contact to the extent that financial and human resources are available • Anticipated time and expense to be moderate									
H-2. Integrate promotion and information sharing about the Ebbetts Pass National Scenic Byway with local, regional and statewide tourism market development initiatives as well as the operations of local visitor bureaus and business associations.		• Byway Association Board and Appointed Marketing Director • Moderate effort and expense to expand and improve contacts and relationships									
H-3. Expand efforts to attract and support the travel experience of members of specialized market segments including the clubs and organizations which represent leisure and competitive bicycling; motorcycles tours; vintage car clubs, snowmobile clubs, recreation vehicle clubs; outdoor recreation organizations for special populations; Pacific Crest Trail through hikers, etc.		• Byway Association Board President / Executive Director and Appointed Marketing Director • New, presently unidentified local partner or co-sponsor • Moderate expense and effort to solicit new partners									
H-4. Partner with byway organizations in others parts of the United States to offer 'exchange' or "two for one" travel packages between one byway and another.		• Byway Association Board President / Executive Director and Appointed Marketing Director • Small to moderate expense and effort									

Task	Resources / Partners									
<table><tr><td>A</td><td>D</td><td>G</td></tr><tr><td>B</td><td>E</td><td>H</td></tr><tr><td>C</td><td>F</td><td>I</td></tr></table> H-5. Develop informational materials to inform visitors of the level of accessibility provided at each significant Byway site and make that information available in the pre-visit and visit stages of the Byway experience.	A	D	G	B	E	H	C	F	I	• Byway Association Board President / Executive Director and Appointed Marketing Director and paid website designer • Moderate time and expense
A	D	G								
B	E	H								
C	F	I								



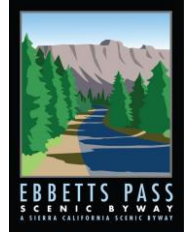
2013 Corridor Management Plan

EBBETTS PASS NATIONAL SCENIC BYWAY

PART B

Core Byway Characteristics

PART B : Core Byway Characteristics



The 2013 Corridor Management Plan represents an update and a reorganization of the Corridor Management Plan adopted in 2004. The 2013 Corridor Management Plan is organized in three parts which cover an array of appropriate topics. Part B is described below.

PART A: Byway Context and Management Direction

PART B: Core Byway Characteristics

Part B provides updating of the core characteristics of the Byway including discussion of:

- Land use and commerce;
- State Highway 4 and 89 conditions;
- Intrinsic qualities and resources;
- Intrinsic quality management and protection strategies;
- Guidance for development;
- Byway signage and graphic identity; and
- Interpreting the stories of the Byway.

Much of the content of Part B was developed in the original 2004 Corridor Management Plan and has been updated to reflect conditions in 2013.

PART C: Supplemental Documents and Reference Materials

For additional information, comments and feedback, please contact the Ebbetts Pass Scenic Byway Association at info@scenic4.org.

Chapter B-1: Land Use and Commerce

The dominant land ownership in the corridor of the Ebbetts Pass National Scenic Byway is by federal and state agencies which manage vast areas primarily for recreation uses and wildlife habitat as well as other public uses. Various official land, forest and resource management plans have been prepared for the public lands and are supplemented with an appropriate array of updates, amendments, appendices and 'statements of proposed action' that establish goals, objectives, standards, and guidelines for management of forest resources such as vegetation, wildlife and fish, wilderness, range, timber, minerals, soils and water, wetlands and floodplains, recreation, cultural and historic, and scenery.

Special land management designations identified within the Ebbetts Pass National Scenic Byway corridor and/or viewshed include three proposed or eligible Wild and Scenic Rivers (portions of East Fork of the Carson River, North Fork of the Stanislaus River, and North Fork of the Mokelumne River), two federally-designated Wilderness Areas (Mokelumne and Carson-Iceberg Wildernesses), one proposed Wilderness Area



Fig B-1.1 Mosquito Lake (EPSBA)

addition (to Carson-Iceberg), two designated historic areas (Emigrant Road and Big Trees-Carson Valley Road, Silver Mountain City), one potential historic district (Monitor Creek Historic Mining District), and one National Scenic Trail (Pacific Crest Trail).

B-1.1: Federal Lands

Stanislaus National Forest. The Stanislaus National Forest Land and Resource Management Plan identifies Highway 4 as a scenic corridor. Management of scenic corridors on the Stanislaus National Forest emphasizes the scenic and recreation values of major trail, road, and highway corridors, developed recreation sites, major rivers and lakes, and other areas of concentrated recreation use.

The Lake Alpine Area is a designated recreation area. Camping is only allowed in developed campgrounds. The Forest Land and Resource Management Plan specifies that a Recreation Area Plan be prepared. A master plan for the area has been completed showing some new facilities. This plan primarily addresses trails and walkways, with an emphasis on making most activities and areas fully accessible. An accessible paved bicycle path was constructed in 1998 with Transportation Equity Act (TEA-21) funding. This route connects several of the developed sites along the shoreline. The main route will be extended with the construction of several pedestrian bridges and constructed pathways. The accessible routes will also reduce the impact of foot traffic on soil and vegetation. A network of camping, picnicking, fishing, and water related activities will be made accessible in the future through a combination of funding sources including: USDA Forest Service capital investment program (CIP), hydro license mitigation improvements, concessionaire fee offset projects and improvements, and various partnership and granting sources.

Other uses such as cattle grazing, mining, and timber production may occur in or near the scenic corridor where these uses are consistent with the maintenance of the scenic and recreational values of the corridor. The Calaveras Ranger District administers this portion of the Stanislaus National Forest.

The USDA Forest Service issued *Stanislaus National Forest Forest Plan Direction* in April of 2010. This document provides additional overall management guidance for portions of the Forest which exist in the corridor of the Ebbetts Pass National Scenic Byway. This document is included in the Supplemental Documents.

Humboldt-Toiyabe National Forest. The Humboldt-Toiyabe National Forest Land and Resource Management Plan included the State Scenic Highways 4 and 89 in its Alpine Management Area. The Humboldt-Toiyabe National Forest Land and Resource Management Plan emphasis is on providing both developed and dispersed recreation within a roaded natural setting along state roads and highways. In addition, wildlife, aesthetics, and watershed quality are emphasized. Other uses such as cattle grazing and mining may occur in or near the Byway corridor where these uses are consistent with the maintenance of the recreation, wildlife, aesthetic, and watershed values of the corridor. The Carson Ranger District administers this portion of the Humboldt-Toiyabe National Forest. The Land and Resource Management Plans were prepared in 1986. As of May 2009, Work on Forest Plan revision has been suspended as resources and personnel are devoted to travel management, environmental analysis of grazing, fire and fuels management, and implementation of the American Recovery and Reinvestment Act. The Humboldt-Toiyabe National Forest will make a public announcement when Forest Plan revision is re-initiated.

Bureau of Land Management. The Bureau of Land Management (BLM) administers lands adjacent to Markleeville. Their jurisdiction covers a very small portion of the Byway. It includes the Hangman's Bridge site, a popular boat put-in and take-out location and nearby, the BLM manages the popular Indian Creek Recreation Area and reservoir which offers a variety of recreation opportunities to experience camping, boating, and fishing etc. According to the Consolidated Resource Management Plan, the BLM "shall maintain the undeveloped character of a vast majority of the Public Lands". Lands managed along the scenic byway are included in the Indian Creek/East Fork of the Carson River Management Area. This area is a *Special Recreation Management Area* and is identified for potential designation as a Scenic Area. The Carson City Field Office administers the Indian Creek/East Fork of the Carson River Management Area.

B-1.2: State of California

State Scenic Highway. The 61-mile route on State Highway 4 and State Highway 89 between Arnold and Markleeville, California was designated as a California State Scenic Highway by the California Department of Transportation (CalTrans) in 1971. The intent of the California Scenic Highway Program is to "protect and enhance California's natural scenic beauty and to protect social and economic values provided by the State's scenic resources." The CalTrans State Scenic Highway designation serves as a foundation of the National Scenic Byway designation.

Calaveras Big Trees State Park. The Calaveras Big Trees State Park General Plan guides management direction of the 6,000 acre State Park. The park was established for the protection of two giant sequoia groves and is an outstanding example of primeval mixed conifer forest. The management emphasis established in the General Plan states that all management policies for park resources should be consistent with and supportive of perpetuation of these forests, and of optimum conditions for their appreciation by park visitors. The park opened its new Visitors Center in November of 2013 with expanded interpretive exhibits and bookstore.



Fig B-1.2 Calaveras Big Tree State Park (EPSBA)

Grover Hot Springs State Park. Grover Hot Springs State Park is located on the east side of the Sierra at the edge of the Great Basin Province, characterized by open pine forest, sagebrush and meadows. The park has a pool complex with a hot pool and a swimming pool hot springs, a campground, picnic area and hiking trails. The

General Plan for Grover Hot Springs State Park was originally prepared in 1962 and amended in 1980.

California Department of Transportation (CalTrans).

CalTrans is responsible for improvements, maintenance and management of the State Highways 4 and 89.

B-1.3: Counties

Alpine County. The Alpine County General Plan identifies State Highways 4 and 89 as Scenic Highways. This designation provides a variety of protections for scenic, natural, cultural, and historic values on private lands along the corridor and in adjacent areas. The General Plan identifies both Bear Valley and Lake Alpine as Planned Development areas intended to be carefully planned to ensure conformance with other goals, objectives and policies of the General Plan. Bear Valley is envisioned as a relatively intense mixed-use development while Lake Alpine is a small-scale resort. Land uses that are appropriate in these areas include agricultural, residential, commercial, institutional, and recreational.

Calaveras County. The Ebbetts Pass Highway Special Plan (1988) guides management of private lands in the vicinity of California State Scenic Highway 4 in Calaveras County. The purpose of the plan is to protect commercial and residential land use designations throughout the corridor. While the area is well recognized for its outstanding natural, scenic environment, no particular provisions are made in the plan for the preservation of these attributes. Acceptable land uses within the corridor include community centers, resort centers, commercial, recreational, residential, agricultural, and resource production.

Commerce

The communities of Arnold, Dorrington, Tamarack, Camp Connell, Cottage Springs, Bear Valley, Lake Alpine, and Markleeville provide necessary services and facilities to varying degrees, for visitors and year-round residents. Arnold, Markleeville, and Bear Valley also have several retailers specializing in outdoor recreation and a significant number of outfitter guides for water sports, and hunting and fishing in the area. There are nearly 20 National Forest, State Park, and privately developed campgrounds

within the Ebbetts Pass National Scenic Byway corridor. Services at these campgrounds range from full hook ups with on-site hosts and convenience stores to more primitive unstaffed, camping facilities with few amenities. Many of these public and private facilities operate year-round, while some are seasonal.



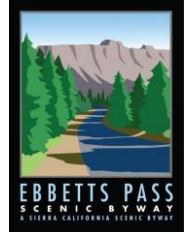
Fig B- 1.1 Bear Valley (EPSBA)

Additional visitor services can be found in South Lake Tahoe and the Carson Valley/ Carson City area to the east of the Byway as well as the foothill towns of Murphys, Angels Camp, and Sonora to the west.

Summary of the Hospitality Infrastructure along Ebbetts Pass National Scenic Byway

	Lodging	Vacation Rentals	Restaurants	Convenience / Food Stores	Fuel	Shopping	Visitor Info Center	Guided Services	Recreational Rental Equipment	Emergency Services
Arnold	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Dorrington										FS Fire Station
Camp Connell				Yes	Yes	Yes				
Cottage Springs									Yes	
Tamarack	Yes		Yes							
Bear Valley	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Lake Alpine	Yes		Yes	Yes		Yes			Yes	
Markleeville	Yes		Yes	Yes	Yes	Yes	Yes	Yes		Yes

Chapter B-2: State Highways 4 and 89 Conditions



B-2.1: Introduction

The Ebbetts Pass National Scenic Byway began as a trail that Native Americans most likely used for trade and a hunting access route, and was later utilized by fur trappers. By the early to mid-1800s pioneers and miners crossed over the pass. With the discovery of silver and the demand for more supplies to be delivered to the region, so came improvements to the road.

Today, the highway itself is managed and maintained by the California Department of Transportation (CalTrans). The road guides visitors further into the mountains narrowing with no centerline near Lake Alpine as it separates both the Carson-Iceberg and Mokelumne Wildernesses, luring travelers farther away from society. The journey takes one both physically and psychologically closer to wildness. Beyond the crest of Ebbetts Pass, the descent winds through a rugged volcanic landscape overlooking the canyons below. This asphalt ribbon transitions back to a distinct, 2-lane highway with a centerline when travelers reach the floor of Silver Creek, east of Silver Creek Campground. This portion of the Byway is steep, narrow, and windy, and is not suitable for semi-trucks, buses, vehicles with long trailers, and long recreational vehicles. It is best left for smaller vehicle travel.

B-2.2: Average Daily Traffic

CalTrans collects data annually that reflects the number of vehicles that travel along State Highways 4 and 89 in a given month. This data is compiled into average annual daily traffic counts (AADT). AADT numbers are calculated using electronic highway counters, determining the yearly figure and dividing by 365 days/year. The following is a sampling of the 2011 AADT data reported by CalTrans for certain Post Mile locations along the Ebbetts Pass National Scenic Byway:

- State Highway 4 Post Mile 41.52 (Calaveras County), Arnold vicinity (White Pines Road), 7,400 AADT.
- State Highway 4 Post Mile 44.497 (Calaveras County), Calaveras Big Trees State Park vicinity (Big Trees State Park), 2,800 AADT.
- State Highway 4 Post Mile 65.865 (Calaveras and Alpine Counties), Calaveras/Alpine County Line, 1,250 AADT.

- State Highway 4 Post Mile 18.556 (Alpine County), Ebbetts Pass summit, 490 AADT.
- State Highway 4 Post Mile 31.677 (Alpine County), State Highway 4 and 89 intersection (Bullion, Jct. Rte. 89), 560 AADT.
- State Highway 89 Post Mile 9.957 (Alpine County), State Highway 4 and 89 intersection (Bullion, Jct. Rte. 4 W), 530 AADT.
- State Highway 89 Post Mile 14.9 (Alpine County), Markleeville vicinity (Markleeville, Webster), 910 AADT.

It should be noted that on average, the portion of Ebbetts Pass National Scenic Byway East of Bear Valley to Monitor Pass near Markleeville is closed mid-November through mid-May, (approximately 24 weeks, or 170 days).

B-2.3: Accidents

The following information was reported in the 2004 Corridor Management Plan.

According to CalTrans, total fatality and injury rates for the past three years within the NSB were found to be 22% higher than the state average for similar highways. The narrow shoulder widths on many sections of this highway make over-corrections and small errors more hazardous. In addition, shady corners commonly hold black ice during the frosty months, this, combined with drivers unfamiliar with winter and mountain road conditions, and driving too fast for conditions is believed to contribute to these higher accident rates. There is also limited parking along the highway and on shoulders which is particularly apparent in the winter where people pull over and park to ski, sled, tube, snowshoe, and for general snow play.

The Calaveras County Public Works Department used the collision data from the California Highway Patrol and mapped where accidents occurred from January 2001 through June of 2002 within Calaveras County. Types of accidents were put into five categories; 1) Property Damage Only, 2) Other Visible Injury, 3) Complaint of Pain, 4) Severe Injury, and 5) Fatality. Accidents occurred most often near Cottage Springs Ski Area followed by Big Meadow Campground, Big Trees State Park and scattered accidents near Dorrington and Arnold. There was one fatality and two severe injuries. 'Property Damage Only' accidents made up 72% of total accidents.

The California Office of Traffic Safety website reports the following information for all roads in Alpine and Calaveras counties:

Alpine County, 2010

TYPE OF COLLISION	VICTIMS KILLED & INJURED	RANKING BY DAILY VEHICLE MILES TRAVELED	RANKING BY AVERAGE POPULATION
Total Fatal and Injury	46	11/58	1/58
Alcohol Involved	3	48/58	1/58
HBD Driver < 21	0	54/58	54/58
HBD Driver 21 - 34	2	14/58	1/58
Motorcycles	13	1/58	1/58
Pedestrians	0	56/58	56/58
Pedestrians < 15	0	46/58	46/58
Pedestrians 65+	0	45/58	45/58
Bicyclists	2	18/58	1/58
Bicyclists < 15	0	51/58	51/58

TYPE OF COLLISION	FATAL & INJURY COLLISIONS	RANKING BY DAILY VEHICLE MILES TRAVELED	RANKING BY AVERAGE POPULATION
Speed Related	12	4/58	1/58
Nighttime (9:00pm - 2:59am)	2	49/58	1/58
Hit and Run	1	42/58	1/58

Calaveras County, 2010

TYPE OF COLLISION	VICTIMS KILLED & INJURED	RANKING BY DAILY VEHICLE MILES TRAVELED	RANKING BY AVERAGE POPULATION
Total Fatal and Injury	391	2/58	7/58
Alcohol Involved	56	2/58	7/58
HBD Driver < 21	5	8/58	11/58
HBD Driver 21 - 34	28	1/58	4/58
Motorcycles	75	8/58	4/58
Pedestrians	5	45/58	52/58
Pedestrians < 15	0	50/58	56/58
Pedestrians 65+	0	50/58	56/58
Bicyclists	5	44/58	51/58
Bicyclists < 15	0	55/58	58/58

TYPE OF COLLISION	FATAL & INJURY COLLISIONS	RANKING BY DAILY VEHICLE MILES TRAVELED	RANKING BY AVERAGE POPULATION
Speed Related	78	3/58	6/58
Nighttime (9:00pm - 2:59am)	27	6/58	19/58
Hit and Run	8	33/58	45/58

B-2.4: Roadway Maintenance

From their staging areas at Camp Connell, Cabbage Patch, and Woodfords, CalTrans maintenance crews from Calaveras and Alpine counties engage in a variety of job tasks throughout the year. Equipment storage and material stockpiling and/or disposal areas occasionally occur outside of staging areas within the Ebbetts Pass National Scenic Byway corridor. This practice may cause a negative impact on the scenic resource or may interfere with public access but are usually temporary in nature. Efforts are made to minimize stockpiling within the corridor viewshed. During the snow-free months, crews are responsible for asphalt work, shoulder work, drainage maintenance, storm water management, brush removal, and road sign delineation. Inmate crews routinely work on the highway, removing encroaching vegetation and picking up garbage. Cut material is shredded or burned in piles. Occasionally, large trees have been removed to allow more sunlight to filter onto the highway to warm or de-ice trouble spots. Additionally, CalTrans maintains two snow parks and a few roadside-parking areas during the winter months.

Generally, State Highway 4 is closed from mid- to late-November just east of Bear Valley Mountain Resort to east of Silver Creek Campground about 9 miles west of

Markleeville. CalTrans is responsible for snow removal, ice control, and management of road restrictions (such as chain controls) on portions of Highway 4 that remain open. Frequent deep snow accumulations combined with peak winter recreation traffic can make snow removal especially challenging. Use of sand on icy sections of road can accumulate on the shoulder and in some locations it is carried with snowmelt into creeks. This is a concern where sedimentation runoff could negatively impact the fishery. Also the buildup of sand along the shoulders is unsightly and can create a soft, unstable and hazardous shoulder surface, which requires cleaning.

The USDA Forest Service assumes responsibility for management of winter recreation, primarily snowmobiling, on the highway beyond the road closure (locked gates). The closed section of Highway 4 serves as a groomed route for snowmobilers and other winter activities (skiing, sledding, and mushing).

Ebbetts Pass reopens in the spring after snowmelt, normally by mid-May. It can open as early as April or as late as July, depending on snow pack and snow slide conditions.

B-2.5: Desired Highway Features

Pavements, Travel Lanes, and Treatments. The section of Highway 4 in Alpine County between Lake Alpine and Silver Creek Campground has narrow widths and edge of pavement paint striping but no centerline striping. The width of pavement and striping define the character of this portion of the Byway. Over the years, during public workshops and interviews with public officials, a vast majority of people opposed the addition of a double yellow stripe centerline in the narrowest section of the highway. This winding ribbon of road is the very image of the Ebbetts Pass National Scenic Byway. It is clearly perceived that striping the highway's centerline in the portion would diminish the essence and scenic characteristics of the Byway.



Fig B-1.4 State Highway 4 Hermit Valley

A consistent look and feel of the Byway's corridor through natural color, line, and materials is important in maintaining and enhancing the scenic values of this route. Local governments, communities, and the USDA Forest Service should work closely with CalTrans to incorporate these types of materials in the maintenance, reconstruction, and new construction projects where possible for the Ebbetts Pass National Scenic Byway.

Vegetation management is an ongoing task for CalTrans. Dense tree and shrub growth, right up to the edge of the Byway, infringes on sight clearances both for drivers and pedestrians. Cutting some of these trees and shrubs near designated pedestrian paths would improve sight distance and thus improve safety. Thinning or removing vegetation at specific locations could offer great views and would enhance the Byway experience by providing more settings to experience dramatic scenery. Additionally, some thinning, especially on the south side of the highway, would permit more sunlight and air movement, thus reducing the frequency of dangerous icy conditions.

Bridges. Modern appearing bridges at Big Trees, Jackass Gulch, Silver, and Pacific Creeks, and the Mokelumne River should be evaluated for additional treatment. The design and light colored concrete make them "stand out" which is an undesirable trait on a scenic byway. Future bridge design should incorporate or feature views of

the rushing water below. The concrete bridge, administered by CalTrans over Big Trees Creek (within Calaveras Big Trees State Park) could be modified from its current modern appearance by adding rock (granite) facing or a dark stain to give it a more rustic appearance and help blend in with the environment. The highway approaching the Silver Creek Bridge from both directions was constructed to a much higher standard. The additional highway width, straight alignment, and striping are in contrast to the character of this segment of route. Treatments to lessen the “modern” appearance would improve the scenic value of these structures.

Alignment. Vertical and horizontal alignment can be used to “calm” traffic at transitions from high-speed sections of the road to sections with slow speed turns. The Big Trees segment of the Byway should be reviewed for opportunities to make the westbound direction safer. Highway standards should not dramatically change from high speed to slow without a transition. Past improvements may have assumed that eventually the entire route would be brought up to a high standard. This may not be desirable or realistic. Long-term plans should be reviewed with interested parties, such as the Calaveras Council of Governments (CCOG), and adjusted where necessary.

Shoulders and Bike Lanes. Identify and prioritize where bike lanes are needed or where shoulders need improvement. Opportunities exist to utilize existing segments of the old highway or develop trails separate from but parallel to the highway. One such route has been constructed between Bear Valley and the east side of Lake Alpine. Wider, paved shoulders could also double as bike lanes and improve safety for cyclists during the snow-free months.

Signage. Lack of adequate signage to deter large vehicles from using the upper portions of Highway 4 as an alternate east-west route continues to be a problem with a number of trucks and large recreational vehicles becoming “stuck” at the sharper, high elevation curves each year. The Ebbetts Pass Scenic Byway Association should continue to work for better signage and better identification on GPS devices to inform travelers of conditions.

B-2.6: Highway Projects and Proposals identified in the 2004 Corridor Management Plan

The information provided below is derived from the 2004 Corridor Management Plan adopted for the Ebbetts Pass National Scenic Byway. Efforts should continue to

implement these recommendations and to ensure that, once completed, the modifications and improvements are well maintained.

Interviews with local, state and federal officials who have an intimate knowledge of the Ebbetts Pass National Scenic Byway corridor suggested numerous improvements that would make the highway safer for the traveling public while enhancing the visitor experience. This section focuses on highway projects and proposals.

Sanding roads in the winter is a common procedure used to improve safety by providing better tire traction in icy conditions. The sand, unfortunately, has a tendency in some locations to drift into the creek, which impedes the native trout fishery. To correct this problem over Big Trees Creek, a particularly sensitive stream to sanding, CalTrans plans to build a retaining wall on the bridge to catch the sand. The wall design needs to be contextually sensitive to the theme of Calaveras Big Trees State Park and the byway corridor using materials that blend in with the forest environment. For example, materials might include rock or granite facings and/or timber detailing. CalTrans is also using different techniques that have less impact on natural resources. Incorporating sand sediment basins and utilizing biologically friendly de-icers are a couple of ways that CalTrans is addressing these issues.

Passing Lanes, Turnouts, and Intersections. The section of highway between Arnold and Bear Valley has only a few sections that allow passing. This is due primarily to difficulty with short sight distances and numerous curves. One improvement near Black Springs Road, is the Black Springs passing lane, which was completed in 2004.

Additional passing turnouts along the route may be desirable. The need for passing lanes requires further study to be justified.

Providing a map of turnout locations and information may be helpful to traveler.

Intersections of roads vary considerably along the route. Newer CalTrans standards require generous aprons, acceleration lanes, and turn pockets. The upgrading of the highway should follow a logical and common approach while keeping in mind the critical goal of maintaining scenic integrity. Taking a

comprehensive look at intersections (and other like projects) throughout the corridor, versus piecemeal, one at a time projects that may be far removed from the “big picture” and overall goals of the Ebbetts Pass National Scenic Byway, is important in accomplishing these goals.

Shoulders and Bike Lanes. A lack of paved shoulders in many areas at the higher elevations limits the capacity and number of safe parking areas for visitors stopping for winter sports or snow activity. California Highway Patrol officers note that more capacity is needed to permit safe parking and driving conditions for the increasing number of winter visitors each year. Adding some paved shoulders would permit snowplows to clear safe parking areas out of the travel lanes. These areas should be selected where site distance and snow play conditions are good. Paved shoulders also provide a safer place for cyclists to ride.

Minor Structures. Guardrails, overside drains, culverts, and markers should avoid a highly reflective look. Galvanized surfaces can be treated to make them less reflective and blend in better, such as etching steel and pre-weathering to take off the shine and glare of new metal. Some type of treatment should be used to “age” or blend in rails better with the environment as rails are renovated, repaired or replaced.

The existing snow markers have a negative impact to the visual resource of Ebbetts Pass. At minimum, snow markers should be uniform in appearance. Additionally, the Ebbetts Pass Planning Group would like to see these markers removed during the summer, especially where they interfere with turnouts and useable shoulders. The type made of black plastic composite, which drops into a socket in the paddle markers along the roadway, is one option. When removed during the summer months, the visual distraction to the scenic qualities of the road is eliminated. CalTrans is in the process of replacing some styles of snow markers.

Pedestrian Crossings. Several pedestrian crossings exist along the route (Big Trees, Cottage Springs, and Bear Valley). The large standard mounted signs over the highway may seem necessary for safety but are also very out of place in this setting. Other options for pedestrian crossing signs need to be considered that would be in keeping with scenic byway features. Crossings at Dorrington, Lake Alpine, Silver Creek Campground, and the Carson River Resort

have similar problems with frequent use, little sight distance, and/or traffic moving too fast. Pavement marking, improving sight distance (vegetation clearing), slowing down traffic, redirecting pedestrians to safer areas and/or signing are precautions that can improve this situation.

A recent widening of the highway on both sides near the Calaveras State Park entrance did not include landscape work. The Ebbetts Pass Planning Group recommends establishing landscaping at the entrance to the park using materials that fit the character of the park and highway.

Parking, Pullouts, and Facilities. Many locations have been identified where an improved pullout or parking area is needed for safety or resource reasons. These are sites where travelers stop often, sometimes parking partially on the roadway creating a hazard. In some situations, parking treads on natural features causing unsightly tracks and/or resource damage. Hardening and demarcation, such as installing rock barriers and compacted surfacing, or blocking and closing off selected user created pull offs would improve sites from a safety, visual, and resource point of view. Any improvements should naturally be sensitive to the appropriate design standards.

The new lakeshore bike trail at Lake Alpine (parallel to but separate from the highway) has significantly reduced unsafe pedestrian and bicycle use of the highway. Similar problems at Mosquito Lakes need to be addressed. Other places identified as potential pullouts or observation points or those sites to be considered for closing include:

- East fork of Carson River – Pullout for fishing, sightseeing, etc.
- Cape Horn – Provides a rare panoramic vista on the upper Stanislaus Basin, better entry and exit off highway.
- Rock Monolith – Going westbound, and just east of Kinney Lakes, this location could use a pullout and some parking. There is a vista overlooking Silver Creek.
- Pacific Crest Trail – Improve parking and traffic flow at trailhead and possibly provide a turnout lane into trailhead. Offers the best view of Raymond Peak. Pullout is needed.

- *Kinney Lakes—define parking and traffic flow, and reduce erosion and resource damage.*
- *Dorothy Lake—define parking and traffic flow, and reduce erosion and resource damage.*
- *Ebbetts Pass – This location has no formal pullout and parking location should be considered.*
- *Below Kinney Lakes, eastbound – There is a vista overlooking Silver Creek. Consider parking area.*
- *Noble Canyon Trail—relocate access to trail to the nearby off highway parking area used by CalTrans. Existing parking at hairpin curve should be phased out (aka Cadillac Corner).*
- *Mosquito Lakes – Fishing, hiking and picnicking frequently spills over onto the highway at this crowded, yet scenic location. Any improvements should be extremely sensitive to the natural terrain.*
- *Cascade Falls Vista– Traveling west, and just east of Kinney Lakes, this location could use a safe pullout. The 270-degree view has many noteworthy features to interpret.*
- *Noble Canyon Trailhead- An existing CalTrans storage area is ideal for trailhead and vista use.*
- *Overlook of Mokelumne Wilderness at Big Hill – Parking or pull out is warranted since this is the only view to the north. It is located at the top of a steep grade with hairpin turns. This is where big rigs and long trailers can get in trouble.*

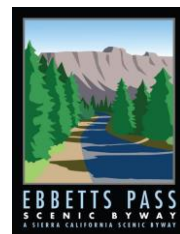
The Pacific Crest Trailhead is the only developed trailhead parking facility (with a toilet) but there are several undeveloped trailheads located along the route. A few of these encourage parking on the immediate edge of the road. This is not desirable since vehicles must back blindly out in to traffic. (e.g. Heiser Lake TH at Mosquito Lakes) These parking areas should be deeper (30' minimum) to allow for proper setback and safe highway re-entry.

B-2.7: Law Enforcement

Law enforcement is provided by four entities along the Ebbetts Pass National Scenic Byway. The California Highway Patrol is responsible for traffic violations on State Highways 4 and 89. Calaveras and Alpine County sheriffs are responsible for enforcing laws addressing people and their property, which includes issues such as, illegal drug use, stolen camping gear, or domestic violence. The USDA Forest Service is responsible for natural resource and forest property issues such as vandalism or cutting firewood without a permit and for enforcing Title 36, Code of Federal Regulations orders (such as keeping pets on leash in campground, or prohibiting use of motorized boats on lakes as identified through special orders, etc.)

In addition to law enforcement, local fire departments generally are responsible for responding to fires on private and state lands and provide emergency medical treatment. The County Sheriff's departments usually coordinate any search and rescue efforts. The USDA Forest Service, California Department of Forestry, and a number of volunteer crews assist with fire prevention and suppression.

Chapter B-3: Intrinsic Qualities and Resources



Intrinsic qualities are defined as inherent, essential, unique, or irreplaceable features representative or distinctly characteristic of an area. These qualities may be natural or historic features. Intrinsic qualities create a sense of place unique to an area. The Ebbetts Pass National Scenic Byway possesses all six of these qualities:

Scenic: Natural or human made beauty

Natural: Minimum human disturbance of natural ecological features

Historic: Landscapes, buildings, etc. that are evidence of the past

Cultural: Visual evidence of unique customs, traditions and folklores of people that currently live in the corridor

Archaeological: Visual evidence of unique customs, traditions and folklores of people that no longer exist

Recreational: The byway corridor itself provides a variety of recreation opportunities (running, cycling, camping, skiing, hiking, etc.)

B-3.1: Scenic Environment

General Setting

The Sierra Nevada mountain range extends over 400 miles from the Feather River Basin in the north to the Mojave Desert in the south and averages 70 miles in width.

Naturalist John Muir wrote of these mountains:

*"Looking eastward from the summit of Pacheco Pass one shining morning, a landscape was displayed that after all my wanderings still appears as the most beautiful I have ever beheld. At my feet lay the Great Central Valley of California, level and flowery, like a lake of pure sunshine...from the eastern boundary of this vast golden flower bed rose the mighty Sierra, miles in height, and so gloriously colored and so radiant, it seemed not clothed with light but wholly composed of it, like the wall of some celestial city...Then it seemed to me that the Sierra should be called, not the Nevada, but the **Range of Light**."*



Fig B-1.5 Vista of Dardanelles at Cape Horn (DDA)

The “Range of Light” is diverse in its offerings from forests of sequoia, pine, fir, and incense cedar, and snowcapped mountains, to the desert landscapes of the Mojave and eastern escarpment of the range. Much of the Sierra Nevada is essentially a massive granite block tilted with a gradual western slope and steep eastern slope. It holds within it unparalleled natural wonders such as Yosemite, Kings Canyon, and Sequoia National Parks, Calaveras Big Trees State Park, Lake Tahoe, and 11 mountains over 14,000 feet in height. Ebbetts Pass is the lesser known of several trans-Sierra routes- connecting California's Central Valley with the Great Basin. The Ebbetts Pass route is in the middle of the Sierra Nevada range, located between Yosemite National Park and Lake Tahoe. A formidable barrier to early travel, the Sierra Nevada Mountain range remains a challenge to the traveler today. Twenty feet of snowfall is not uncommon making winter travel challenging on a portion of the route between Bear Valley and Silver Creek closed to highway travel in the winter. Clear, sunny weather for most of the year creates a bright blue backdrop to the contrasting snowfields and dark green towering forests. The snowmelt feeds creeks and rivers that tumble frothy white rapids bringing life into the forest.

Western Setting

State Highway 4 climbs out of the agricultural bounty of the Central Valley into the oak studded, rolling foothills of the Sierra Nevada Mountains. Pastoral vineyards occasionally emerge in contrast to this natural environment, many clustered around the town of Murphys. The highway winds through distinctive gold rush towns, still very much alive with communities that embrace and preserve their 150 year old character. Many towns still boast their original taverns, hotels, and other downtown buildings of the late 1800s, which now commonly support businesses such as restaurants and antiques. At 2,000 feet elevation the route begins to transition from open grassland setting into pine and oak forest, with orchards and vineyards waning as the elevation climbs. Intermittent nodes of commercial and residential developments are sprinkled along the route. The western end of the Ebbetts Pass National Scenic Byway officially starts in Arnold at 4,000 feet elevation, where the mixed conifer forest begins. It often snows at lower elevations, but starting near 4,000 feet and above snow typically will remain on the ground for several days or weeks during the winter. From this beginning, the route follows a gentle climb through dense forests, past scenic lakes and meadows, to the awe-inspiring crest of the Sierra Nevada Mountains at 8,730 feet above sea level.

Eastern Setting

On the eastern side of the Sierra Nevada Mountains, the corridor begins at 5,500 feet elevation in the historic town of Markleeville, California on State Highway 89. Positioned at the base of the steep eastern slope, only 10 miles from Nevada, this landscape is a patchwork quilt of open ranchland, sagebrush slopes, and mature Jeffrey pine stands. The route meanders, following the East Fork of the Carson River, then Silver Creek, steeply climbing to the crest past spectacular volcanic formations and pine forests. These pine forests intermingle with stands of quaking aspen that add an especially striking contrast in the fall as they turn shades of orange, red, and gold.



Fig B-1.6 East Fork Carson River (EPSBA)

William H. Brewer visited Ebbetts Pass in August of 1863 for the State Geologic Survey and reported the following;

"It is a most picturesque spot, a small lake of clear water, with green grass and trees around it, and snow banks lying here and there, while on the north of us are a series of volcanic ridges, rough and jagged in outline. There are several little lakes in depressions near the summit, all very picturesque, but the feature of the region is the volcanic cap to the mountains with those pinnacles in lava. Were I to see them truly represented on canvas or paper in views of any other country, I should have pronounced the views unnatural and grossly exaggerated."

B-3.2: Natural Environment

Vegetation

A trip on the Ebbetts Pass National Scenic Byway will reveal a rich diversity of the vegetative landscape as the traveler rises from the foothills to the cooler elevations of the pine and fir forests. Each elevation range has its sequence of change in vegetative patterns. In the Sierra Nevada Mountains, the plants and animals are distributed in a series of "life zones", which are grouped in north-south (horizontal) belts. Different plants and animals need and thrive in different conditions based on

the amount of available water, temperature regimes, food sources, available shelter and hiding cover. These “life zones” most commonly relate to a range (or “belt”) of elevation conditions. In lower elevations the vegetation is dryer, except where riparian areas exist near or adjacent to streams or wetlands, where ferns, alders, and maples can be found. Mountain meadows in the higher elevations also contain moisture-loving plants.

The vegetation distribution of the Ebbetts Pass National Scenic Byway route is split into five distinct belts:

- **Yellow Pine Belt**, or lower coniferous forest, stretching from near Arnold to Dorrington at approximately 3,000 - 6,500 feet elevation;
- **Lodgepole Pine – Red Fir Belt** from Dorrington to Bear Valley at 6,500-8,000 feet;
- **Sub-Alpine Belt** of whitebark pine and mountain hemlock, 7,000 - 8,000 feet (Bear Valley to the top of Ebbetts Pass);
- **Alpine Belt** on the high peaks above the timberline, 8,000 – 11,000 feet; and
- **Sagebrush Belt** from the top of the pass over to the east side of the range to Markleeville is the scattering of pinyon pine and Jeffery pine and the high desert.

The boundaries on the edge of these “belts” are not definite as there is a transitional and gentle overlapping and interlacing of plant species within these belts.



Fig B-1.7 Calaveras Big Trees State Park (EPSBA)

At the beginning of the Byway in Arnold, the vegetation landscape consists of pine, fir, cedar, oak, maple, and dogwood trees. In the late spring, the favorite viewing spots for dogwood blossoms are along wet riparian areas adjacent to the highway between Arnold and Calaveras Big Trees State Park. Within the Calaveras Big Trees State Park boundary are the amazing groves of giant sequoia. They are among the largest and oldest tree species known. These magnificent giants are part of only a few remaining remnant populations that are scattered within the state. This is the second

most northerly stand and is where the first travelers saw the trees for the first time during the gold rush period.

Two of the largest sugar pines in the world reside in the area. One at a private camp in Dorrington, which measures 32 feet in circumference and 220 feet tall. Another is located near the Dorrington Ranger Station and is easily observed by visitors. From Arnold to well above Dorrington, black oaks and big-leaf maples announce the closing of summer with vibrant fall colors. Aspen, located in the higher elevations, are the next to display glorious colors of gold and red in preparation for winter. By the 5,500 to 7,500 feet elevation, lodgepole pine, sugar pine, Jeffrey pine, white fir, California red fir, and Sierra juniper dominate the landscape. Once over the crest of the pass, the traveler will encounter a more sparse vegetative cover, with tree and plant species that thrive in the extreme higher elevations. The terrain drops into the east side of the Sierra where the high desert and sagebrush prevail.

Unless proven to be a safety hazard, the large ancient old growth trees along Highway 4 should be favored and not removed. These trees are protected by a 300 foot "scenic strip" buffer zone intended to protect the scenic quality along the highway in the vicinity of Dorrington. However, with proper forest management, removal of some nearby smaller trees can increase the vigor of the large trees left standing by reducing competition for water and nutrients. Some thinning of the understory would not have to change the old growth character of the route but would enhance the visual characteristics of the larger trees while allowing wind and sunlight to penetrate through the forest helping to reduce ice buildup on the highway during the winter months. Significant work in this regard has occurred on the west slope over the last few years.

Wildflowers

The Ebbetts Pass National Scenic Byway corridor is not only about trees. The Sierra Nevada puts on a colorful show during the spring and summer months with vast displays of wildflowers. With cooler summers than those in the foothills, flowers will bloom later in the season, extending the traveler's wildflower viewing opportunities in the higher elevations. Fields of blue "lupine" create bursts of color and fragrance. High country meadows exhibit flowers such as "corn lilies" and "Queen Anne's lace." Fireweed is found along the stretch of road within the Calaveras Big Trees State Park. This plant is indicative of a previously burned area. Rock outcrops at the 7,000 feet elevation display a palette of the pink "mountain pride penstemon" and rose "mountain spiraea". When the foothill area of the State Highway 4 corridor is golden

brown come late summer, the high country of Ebbetts Pass is alive with colorful late-blooming seasonal flowers.

Wildlife

The Stanislaus and Humboldt-Toiyabe National Forests as well as BLM lands, the state parks, and privately-owned land all provide a variety of habitat for wildlife along the Byway. As with the plants in this region, the animal distribution is somewhat linked to the elevation changes that occur along the Byway corridor.

Large mammals commonly found along the Byway corridor and adjacent lands include mule deer, black bear, bobcat, grey fox, striped skunk, spotted skunk, coyote, raccoon, marmot, porcupine, beaver, western gray squirrel, and ground squirrel. One would have to look harder to spot the following mammals that will make their homes in a more secluded environment. This includes; mountain lion, fisher, pine marten, ringtail, red fox, mink, weasel, badger, and northern flying squirrel.

Both migratory and resident bird populations take flight along the Byway corridor. Woodpecker, raven, flycatcher, nuthatch, owl, warbler, finch, sapsucker, swallow, junco, jay, wren, vireo, blackbird, towhee, robin, grosbeak, sparrow, swift, hummingbird, and chickadee are found in this region, generally with several species of each group. During the spring and early summer, avid birders can observe the many species of warbler that pass through the area and water loving birds such as sandpiper, Pacific loon, merganser, various duck, grebe, American dipper, egret, gull, Canada goose, and great blue heron may be observed in or around reservoirs, lakes, streams, and ponds. Additionally, a number of game birds make this area home including blue grouse, ruffed grouse, mountain quail, band-tailed pigeon, and mourning dove.

Raptors that may be seen include red-tailed hawk, sharp shinned hawk, Cooper's hawk, American kestrel and turkey vulture. A rare but not unheard of sighting would include species such as osprey, golden eagle, spotted owl, great gray owl, goshawk, white-headed woodpecker, pileated woodpecker, bald eagle, and peregrine falcon.

There are plenty of opportunities to fish in nearby lakes, streams, and rivers. Trout are the most widespread including rainbow, brook, and brown trout, and the endangered Lahontan cutthroat. There are both native and planted species of trout throughout the Byway corridor.

The most common amphibian is the Pacific tree frog, sometimes called the chorus frog. As its name implies, it is more often heard than seen. Additionally three common reptiles: garter snake, alligator lizard, and western fence lizard.

Physical Features, Landforms, and Geology

Major Peaks from North to South	Major Valleys from North to South
Raymond Peak- 10,011 feet	East Fork Carson River
Reynolds Peak- 9,675 feet	Wolf Creek
Silver Peak- 10,774 feet	Noble Canyon
Highland Peak- 10,934 feet	Silver Creek
Tryon Peak- 9,970 feet	Hermit Valley
Lookout Peak- 9,584 feet	Mokelumne Canyon
Peep Sight Peak- 9,727 feet	Pacific Valley
Mt. Reba- 8,758 feet	Lake Alpine (previously Silver Valley)
Dardanelles Cone- 9,524 feet	North Fork Stanislaus River canyon

The term "high sierra" relates to alpine areas above the main forest zone at 8,000 feet elevation and above. The land is characterized by glacier- carved open peaks and basins. One hundred (100) million years ago vast amounts of molten granite were injected into and under the overlaying strata and crystallized into a huge mass of solid granite. The forces of erosion over time began to expose the granite. Sixty to seventy (60-70) million years ago, this granite mass was uplifted on the east side, creating a steep eastern and gentle westward slope. A series of volcanic flows covered portions of the Central Sierra Nevada Mountains. Beginning about 12 million years ago, the entire range was uplifted several thousand feet along the faults of the eastern flank. The increased grade accelerated the cutting action of westward flowing streams. As the crest of the Sierra was thrust above snowline, glaciers formed, sculpting the high country, which occurred mostly during the last 1 million years. This area received great supplies of moisture-laden air from the Pacific Ocean and a large ice cap formed. Only the highest peaks protruded from this mass. Fifteen hundred (1,500) foot thick glaciers sculpted the sides of these mountains and canyons below as they slowly advanced.

Today most of the prominent peaks within the Ebbetts Pass National Scenic Byway corridor are remnant volcanic flows that stood above the glaciers. They have successfully resisted erosion for millions of years. The valleys below generally were scoured to the granite bedrock as the glaciers retreated. This is apparent at Lake

Alpine and many other locations where volcanic bluffs form the skyline with sculpted granite bedrock in the foreground. Evidence of the glacier path exists along the roadside near Big Meadow. Huge boulders or erratics were picked up from the high country and moved with the glacier as the glacier advanced. These erratics litter both sides of the highway through this zone. Approximately 13,000 years ago, the last glacier ended its advance near Arnold, leaving a massive deposit of gravel and rocks (terminal moraine). In its move toward Arnold, the glacier left other moraine deposits along the way. This event helped set the stage for the 1997 Sourgrass slide.



Fig B-1.8 1997 Sourgrass Slide (DDA)

B-3.3: Historical and Archaeological Resources

The cultural legacy of the Sierra landscape has changed over time. Archaeological evidence suggests that Native American peoples may have influenced the landscape for over 10,000 years. Research further suggests that the Miwok and Washoe peoples tended and manipulated the landscape for over 2,000 years in a much more dynamic way than once thought. Early accounts of the Sierra mention how “park-like” the mountains appeared in support of Native people’s reference to burning, pruning, and otherwise cleaning out the undergrowth. With increased understanding of Native American land management practices, our view of the ecological role of fire has expanded.

For countless generations, the Miwok and Washoe used the summit as a meeting ground to exchange items such as obsidian and acorns. The Miwok followed the sequence of flowering plants, ripening seeds, and migration tides of animals throughout the Sierra gradient. Tribal knowledge of plants, insects, animals, birds, rocks, and weather was and continues to be immense which helps to maintain and improve their quality of life.

This tie to the land continues to strengthen as Miwok people work with the USDA Forest Service and other agencies to secure and protect plant gathering areas and areas of cultural significance.



Fig B-1.9 Silver Creek Drainage (EPSBA)

Explorers, miners, and then emigrants traveled throughout this region in the mid-19th century in search of riches and a new life. When silver was discovered in the 1850s the area quickly grew and communities, of which the remnants you can still find along the corridor, were established. Please refer to the chapter titled 'Background' for greater detail on the historic past of this region.

The area's historic and Native American cultural resources represent a variety of land use activities, some still visible in the Sierra today. Historically, emigrant travel and mineral exploits led to homesteading, cattle grazing, and timber production.

Evidence of these activities can still be seen from the rust marks of countless wagon wheels on granite rock to historic cow camps deep in the Carson-Iceberg Wilderness.



Fig B-1.10 Silver City Jail (EPSBA)



Fig B-1.11 Chalmers Mansion (EPSBA)

B-3.4: Cultural Expressions

Communities along the Ebbetts Pass National Scenic Byway host a wide array of public events and activities from music, theatres, galleries, outdoor recreation opportunities, to folk art and craft festivals. The community spirit or 'mountain attitude' of the area is about taking a relaxed pace where one can linger longer to enjoy themselves. The traveler has a unique opportunity to pursue a varied roster of activities throughout the year. Travelers may visit an online calendar highlighting events along the byway at <http://scenic4.org/events/>.

Winter brings many recreational opportunities as well as holiday festivals. For the naturalist, the Audubon Society hosts a Christmas Bird Count. There are numerous opportunities for playing in the snow from skiing and sledding to snowmobiling. Those that prefer the warmth and comfort of indoor activities can visit one of the many local art galleries that often host the work of local artists. Local food fare can be enjoyed year round. However, set against the snow-blanketed landscape, wine, cheese and gourmet food festivals are delicious on both the stomach and the eyes.

Spring brings an array of color to the foothills and high Sierra, from shoots of new green grasses and bursts of wildflowers to the annual Easter egg hunts in Arnold and Bear Valley with colorful eggs and excited children scrambling to get their loot.

Fair season starts early with the Jumping Frog Jubilee & county fair in Angels Camp scheduled in May. The fair is named for the legendary *Jumping Frog of Calaveras County* by Mark Twain, and provides an atmosphere that matches the book. Although located 20 miles from the Byway entrance at Arnold, it's a "must see" for the Byway traveler. Additionally, spring is a time for the Arnold Craft and Flea Market.

Summers are full of music and outdoor events. Many concerts take place under the sun or stars. Days are mild in the higher elevations providing a comfortable escape from the valley and foothill heat.

In Arnold, the month of June brings the annual Father's Day Fishing Derby. July in Arnold begins with the Independence Day Parade and Annual Crafts Faire. Calaveras Big Trees State Park is a cool retreat from lower elevations, and the park holds its annual "Celebration of the Sequoias" and "Big Trees Family Day" during the summer season. At the end of the month and into August, the annual Bear Valley Music Festival has been Alpine County's most popular music attraction for over 40

years. This event is held under a big tent and offers excellent classical, jazz and popular music performed by headline entertainers.

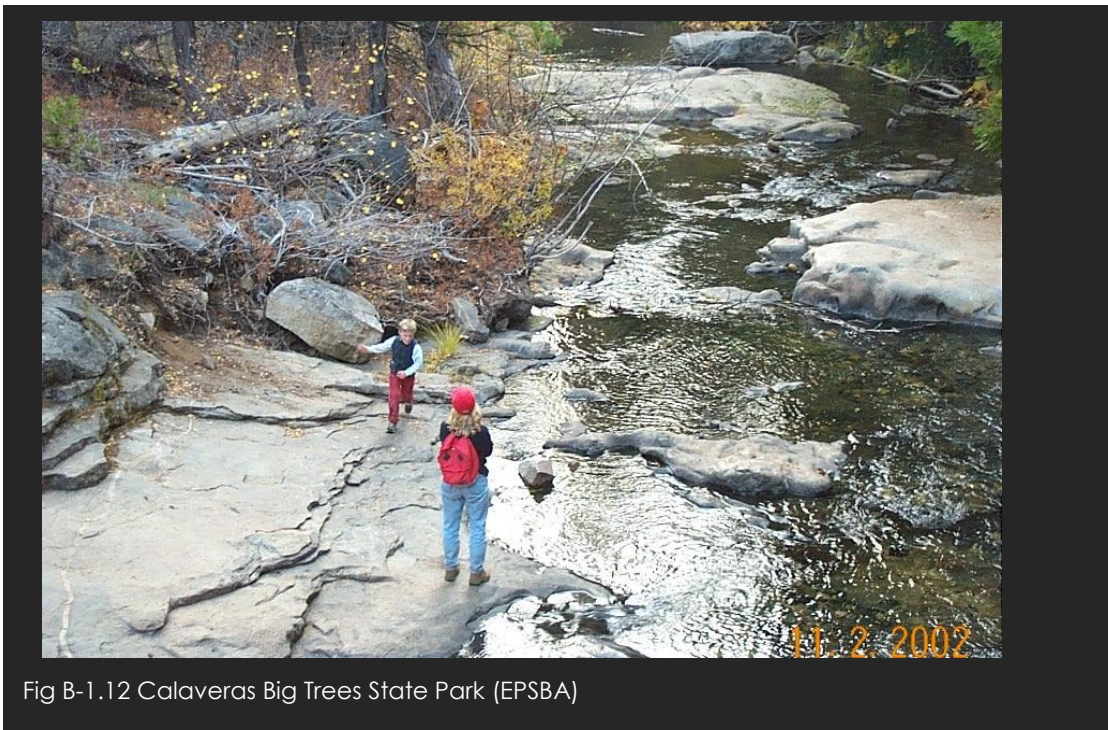


Fig B-1.12 Calaveras Big Trees State Park (EPSBA)

Summer is the season for travelers to get out of their cars and stretch their legs. Many hikes and interpretive walks are scheduled through the State Parks, USDA Forest Service, the Sierra Club, and the California Native Plant Society. The more adventurous can backpack and navigate through one of the wilderness areas that flank the Byway or camp in one of the many campgrounds within the Byway corridor.

Fall brings to the area a quiet and relaxed season where visitors enjoy a change in color, temperature, and pace. The annual Labor Day Flea Market and Logging Jamboree in Arnold certainly highlights the areas past and present as a logging community. Or one could seek a bargain at the annual Bear Valley ski and bike swap. HermitFest, held on the second Saturday in September in Hermit Valley, is a unique celebration specifically promoting the Byway. The turning of the aspens marks the end of the fall season.



Fig B1.13 Sierra Nevada Logging Museum (DDA)



Fig B-1.14 Lake Alpine Amphitheater (EPSBA)

B-3.5: Recreational Resources

The Ebbetts Pass National Scenic Byway corridor has a wide range of public recreation facilities and outdoor recreation access opportunities provided by local, state and federal lands agencies.

Bear Valley is home to both a downhill ski resort and a large cross country facility. Sno Parks are located at the Spicer Reservoir turnoff as well as near the State Route 207 turnoff. Less formal snowshoeing and cross country skiing opportunities are available in Calaveras Big Trees State Park and along the seasonally-closed portions of State Highway 4 during the winter months just beyond Lake Alpine which also provides snowmobiling opportunities.

There are a wide variety of hiking opportunities including access to the Pacific Crest Trail, Mokelumne Coast to Crest Trail (trail is incomplete in upper elevations), the Alpine Lake Trail and the Arnold Rim Trail. The latter two provide accessible trail sections. More information on hiking trails which can be accessed from the Byway can be found on the USDA Forest Service and Byway websites as well as many privately maintained websites. Both mountain bikes and horses are allowed on portions of some trails.

Camping is available in both Calaveras Big Trees and Grover Hot Springs State Parks as well as in various locations in the National Forests.

White Pines Lake, Lake Alpine, Kinney Reservoir, Union Utica Reservoir and Spicer Reservoir are all popular kayak, paddleboarding and canoeing locations.

And, of course, fishing and hunting are popular in season activities with Markleeville being a well known destination for flyfishing enthusiasts.

Please refer to Supplement Documents for additional information and inventories of the existing recreation resources in the Ebbetts Pass National Scenic Byway corridor.

B-3.6: Intrinsic Resource Inventories

In September, 2012, the David L. Dahlquist Associates consulting team traveled the entire Ebbetts Pass National Scenic Byway in both directions on several occasions. Each previously identified intrinsic resource site was visited and field notes were recorded. Approximately 1,700 photographs were taken. David L. Dahlquist traveled the entire Byway again in October 2012 and June 2013.

David L. Dahlquist Associates also evaluated the 2004 Byway resource inventory and updated the inventory as well as inserted several additional data fields. No sites or locations were removed and several prospective locations were added during this update. The inventory schedule containing the modifications made by David L. Dahlquist Associates was transmitted to the Ebbetts Pass Scenic Byway Association and is provided as a Supplemental Document.

Michelle Plotnik, volunteer Director of the Ebbetts Pass Scenic Byway Association provided this September 2013 status report of the Association's work to create and maintain inventories of the Byway's intrinsic resources:

"A "Heritage Tree Inventory" was identified as one of the tasks to be completed during the course of updating the Ebbetts Pass National Scenic Byway's Corridor Management Plan. During early 2013, the Ebbetts Pass Scenic Byway Association Board began working with our CMP consultant, David L. Dahlquist Associates, to develop a comprehensive spreadsheet of attributes that could be used when gathering data for our anticipated tree inventory. The resulting document (see Supplemental Documents) was very comprehensive but did not provide any criteria for what would be considered a "Heritage Tree." As the next step, the Ebbetts Pass Scenic Byway Association Board began to develop criteria for inclusion in the inventory and discussions turned to why we were creating the inventory and how it would ultimately be used. It quickly became apparent that inventorying all the large trees along the Byway was a task well beyond our capability and that the results wouldn't really serve our mission. After much discussion, the Board determined that what was important to us was to have an inventory of "iconic" or significant trees along the Byway that are important locally as landmarks and which contribute to the character of the byway. While all of the trees along the byway contribute to its forested character and scenic beauty, we didn't feel that identification of each individual tree was important to our ability to monitor and protect that resource. We did feel that landmark trees were important to identify and undertook to create an inventory of those trees.

During the process of collecting data for those trees, the Board determined that our inventory should be extended to include other landmarks such as rock formations, visitor information locations, scenic overlooks and other landmarks along the Byway which might be of interest to visitors.

Further discussions centered on how to present and store the information gathered and the board decided that a spreadsheet format, while functional, wouldn't be as beneficial to our visitors as some kind of interactive map that could be made accessible from our website. At that point we undertook to create a google map with pinned information including photographs for each significant landmark. Our initial inventory of trees, rock formations, overlooks and other locations has been completed and is available for viewing at <http://scenic4.org/ebbetts-pass-scenic-byway-map/>.

The Byway Association plans to continue to refine, maintain and expand the information available through the map as well as look for ways to make the map information available for download so it can be accessed offline. This will become an ongoing project of the Byway Association."

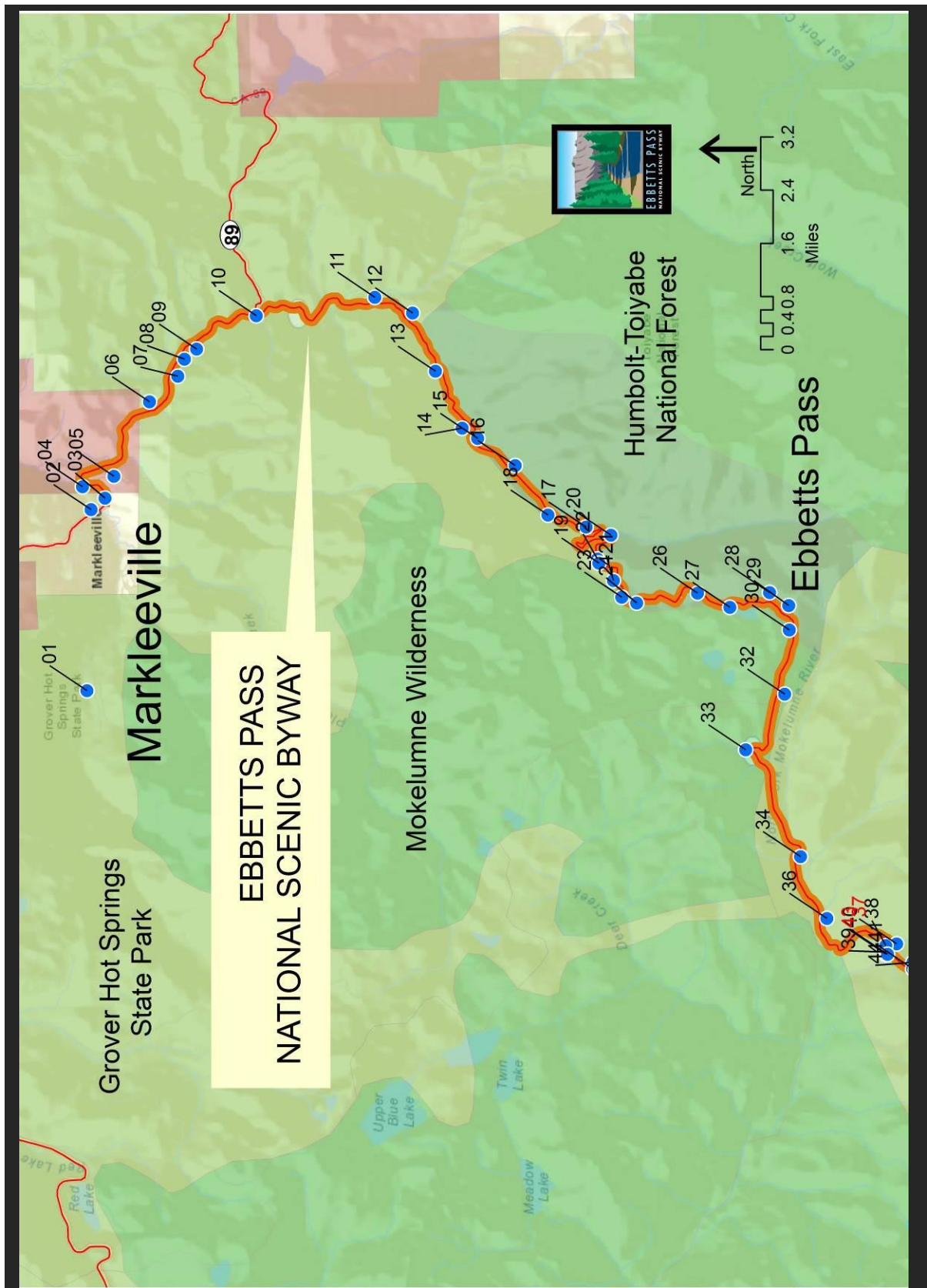


Fig B-1.15 Points of Interest East Portion – Ebbetts Pass National Scenic Byway

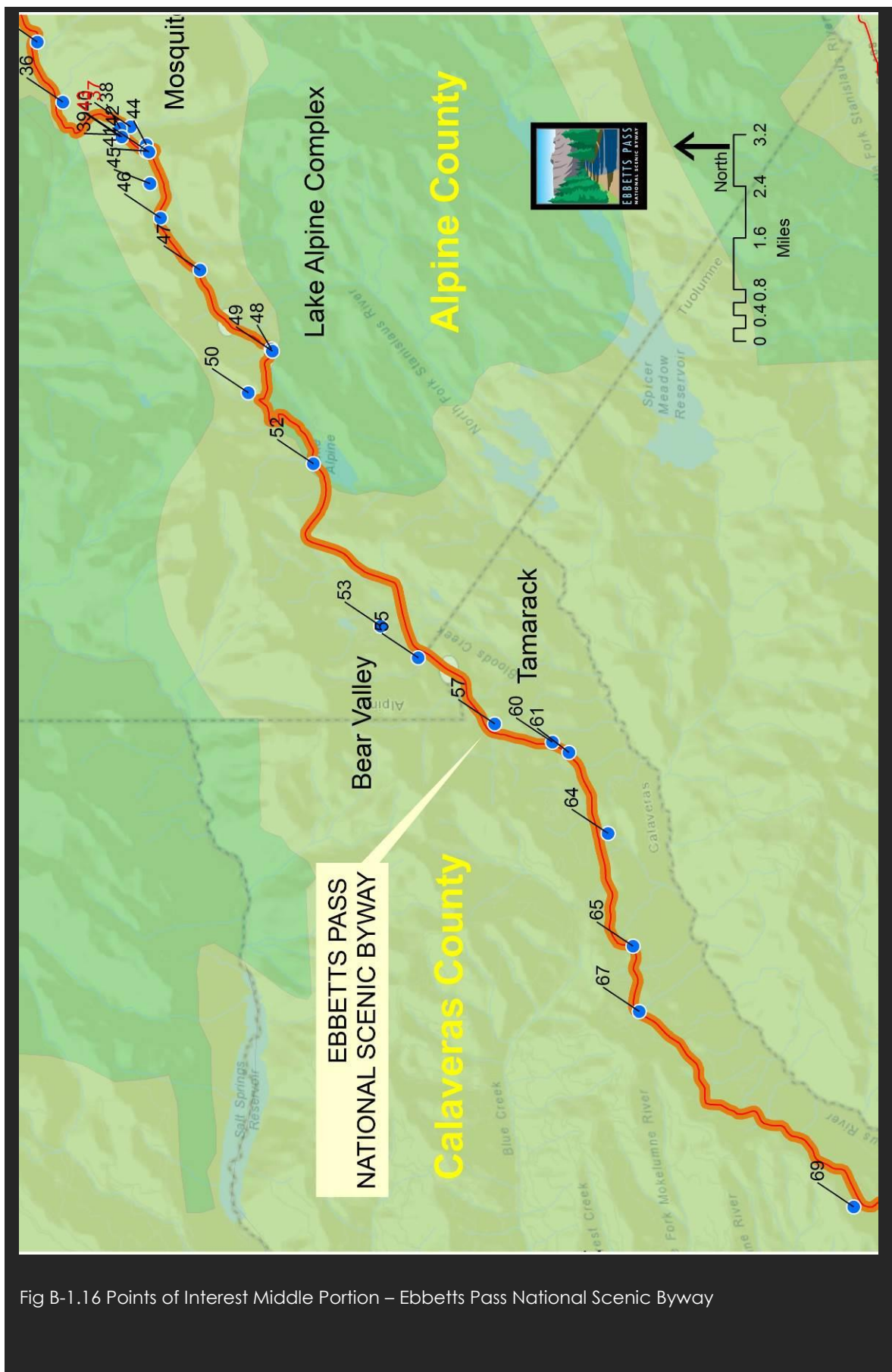


Fig B-1.16 Points of Interest Middle Portion – Ebbetts Pass National Scenic Byway

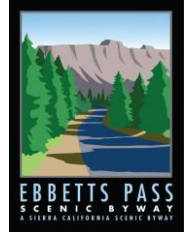


Fig B-1.17 Points of Interest West Portion – Ebbetts Pass National Scenic Byway

Site / Point of Interest	Map No.
Grover Hot Springs State Park	1
Markleeville Chamber	2
Markleeville Guard Station	3
Markleeville Campground	4
Carson River	5
Hangman's Bridge	6
Pebble Beach	7
Carson River Resort	8
Whorehouse Flat	9
Monitor Junction	10
Centerville Flat	11
East Fork of Carson River	12
Chalmers Mansion	13
Scossa Cow Camp	14
Cemetery	15
Silver Mountain Jail	16
Silver Creek Campground	17
Aspen Grove	18
Basaltic Column	19
Cadillac Curve	20
Upper Cascade Falls	21
Silver Creek Vista	22
Heritage Tree: Learning Tree	23
Aspen Grove	24
Trout Rock	25
Heritage Tree: Large Cypress	26
Kinney Lakes	27
Pacific Crest Trailhead	28
Ebbetts Pass	29
Pacific Crest Trailhead North	30
Highland Lakes	31
Heritage Tree: Highlands Lake Turnoff	32
Turnout	33
Heritage Trees: Three Large Trees	34
Hermit Valley	36

Site / Point of Interest	Map No.
Pacific Valley	37
The Elbow 2	38
Heritage Tree: The Throne	39
The Elbow 1	40
Old Emigrant Road	41
Mosquito Lake 1891 Graffiti	42
Big Hill Vista	43
Pacific Valley Vista	44
Mosquito Lakes	45
Sandy Meadow Trailhead	46
Stanislaus Meadow	47
Cape Horn Vista	48
Heritage Tree: Cape Horn Snag	49
Woodchuck Basin	50
Lake Alpine Complex	52
Bear Valley	53
Bloods Toll Station	55
Tamarack	57
Spicer Sno-Park	60
Hells Kitchen Vista	61
Big Meadow Campground	64
Liberty Vista	65
Ganns Meadow	67
Cottage Springs	69
Cottage Springs Picnic Area	70
Dorrington Fire Station FS	71
Sourgrass Slide Area	73
Camp Connell	75
Dorrington	76
Sourgrass Recreation Area	77
Calaveras Big Tress State Park	78
Sierra Nevada Logging Museum	80
Ebbetts Pass Visitor Center	81
Calaveras Ranger District	84

Chapter B-4: Intrinsic Quality Management and Protection Strategies



The scenic, natural, historical, cultural, archaeological, and recreation resources linked to the Ebbetts Pass Scenic Byway Corridor are the essence of the visitor's experience, and a vital component of the quality of life for nearby residents. One important goal developed in the original 2004 Corridor Management Plan as well as this updated 2013 Corridor Management Plan is to protect, conserve, and enhance the resources found along the corridor for present and future generations. The Corridor Management Plan also acknowledges that the land in and around the corridor has been traditionally used for a variety of purposes, and that many of the activities which occur on and near the corridor (e.g., hunting, fishing, logging, mining, and grazing) are part of the Ebbetts Pass Scenic Byway cultural resources.

B-4.1: Scenic Resource Strategies

USDA Forest Service. The Stanislaus and Humboldt-Toiyabe National Forests manage the majority of land within the Ebbetts Pass Scenic Byway Corridor, as well as manage "scenic resources". One of the tools or methods used to manage the scenic resources is the Visual Quality Objectives (VQOs) classification system. Forest landscapes are inventoried and assigned VQOs based on criteria from the VQO classification system combined with the "level of concern" generated from members of the public on a particular landscape. Classification categories include retention, partial retention, modification, and maximum modification.

Residents and visitors alike place a high value on views seen from the Ebbetts Pass corridor. In response to this, the Stanislaus and Humboldt-Toiyabe National Forests manage the Highway 4 corridor for the VQO classes identified as "Retention" and "Partial Retention". These two classes indicate the highest level of concern for scenic resources and provide direction for their protection. Foreground views (generally the first ¼ mile seen from the highway) are classified as Retention. In Retention areas, activities such as harvesting timber, mining, and building administrative sites must not be visually evident to the average observer traveling on the road. Changes resulting from such activities must repeat the form, line, color, and texture frequently found in

the natural environment. Middle ground views (generally ¼ mile to 3 miles from the highway) are classified as Partial Retention. In Partial Retention areas, changes in the forms, lines, colors, or textures within the characteristic landscape must remain subordinate to the natural environment. Examples of construction features remaining subordinate to the natural environment include buildings with natural colors of brown, beige, or forest green, and using natural construction materials such as wood and rock versus plastic and metal. Another example would be, when designing boundary lines of a timber sale, be sure the boundary edges blend by having a feathered or ragged edge that may mimic the boundary pattern of wildfire, verses edges that stand out by being square in shape.

Management of roadside vegetation should be based upon the following objectives:

- Sustain old growth trees along the immediate roadside.
- Sustain aspen where they naturally exist.
- Screen unnatural elements such as power lines and utility structures.
- Create open vistas where appropriate by removing vegetation.
- Emphasize scenic values of the corridor and provide information and techniques on how to minimize the visual impact of commercial logging along the scenic corridor to public agencies and private landowners.

USDI Bureau of Land Management. According to the Bureau of Land Management (BLM) Consolidated Resource Management Plan, Indian Creek and the East Fork of the Carson River are recognized as “scenic” and have a Visual Resource Management (VRM) Class II designation. (VRM system is similar to the USDA Forest Service VQO system). This designation means that changes in the landscape caused by management activities should *not* be evident or attract attention to BLM designated lands.

California State Parks. Calaveras Big Trees State Park’s General Plan identifies the aesthetic resources of the park to be one of the most important aspects of the park environment. Aesthetic resource policies within the plan are designed to protect the scenic values of this park. Additionally, all management policies for park resources shall be “consistent with, and supportive of, perpetuation of these forests, and of optimum conditions for their appreciation by park visitors.”

Alpine County. Alpine County has designated State Highways 4 and 89 as Scenic Highways. The County’s goal in managing the scenic resources along these highways is to maintain and improve the aesthetic resources. This is prescribed through

protection of steep slopes, open areas, ridges, peaks, and other skyline features from development activities that may impact the viewshed. In addition, a design review committee makes aesthetic recommendations on building permits and development plans in the Town of Markleeville. This Corridor Management Plan does not include additional restrictions.

Calaveras County. Calaveras County has developed the 1988 Ebbetts Pass Highway Special Plan that recognizes the outstanding scenic qualities of the highway corridor and acknowledges the desire of local residents and visitors alike, to maintain the area's scenic character. However, the Special Plan does not provide measures for protection of the scenic resources on private lands within Calaveras County. Certain protections are provided by the route's status as a California Scenic Highway (Poppy Route). This Corridor Management Plan does not include additional restrictions.

Additional Strategies. Additional strategies can complement and reinforce ongoing scenic resource values and management. They include:

- Encourage establishment of policies in Calaveras County that protect steep slopes, open areas, ridges, peaks, and other skyline features from development activities that may impact the viewshed of the Ebbetts Pass National Scenic Byway.

B-4.2: Natural Resource Strategies

USDA Forest Service. Protection of the natural resources along the Ebbetts Pass National Scenic Byway is important. The Byway passes through mixed conifer forests, rare giant sequoia groves, high mountain meadows, and alpine areas that contain fragile streams, lakes, and other important habitat for a variety of plant and animal species. Currently, natural resources in the Ebbetts Pass National Scenic Byway are afforded a high level of protection through applicable USDA Forest Service land use management regulations. Some of these include protection of Wild & Scenic River and Wilderness resource values, protection of habitat for threatened, endangered, and sensitive (TES) plant and animal species, and specific protections for mule deer winter range.

USDI Bureau of Land Management. The Bureau of Land Management has direction to protect Indian Creek and the East Fork of the Carson River through a variety of regulations and policies, including VRM's as stated in the previous section. The federal Endangered Species Act (ESA) includes provisions to protect certain plant and animal

species, while scenic resources and riparian and wildlife habitat all have a variety of protective management measures and policies.

California State Parks. Calaveras Big Trees State Park has policies in place that direct the management of the giant sequoia groves, as well as other natural resource values in a manner that perpetuates the natural ecological systems found in the landscape. California State Parks would avoid any development of facilities that would threaten ecologically sensitive areas, whether by the construction itself, or by visitor impacts.

Alpine County. The Alpine County General Plan includes policies designed to protect wetlands, ESA species habitats, and winter and summer range for mule deer. Additional county policies address mitigation of the impacts of development on natural resources.

Calaveras County. The Calaveras County General Plan includes Conservation and Open Space Elements which address conservation, development and use of natural resources as well as plans and measures for preserving open space for natural resources.

Additional Strategies. The following strategies can complement and reinforce ongoing scenic resource values and could be adopted by any or all agencies and individuals involved in managing natural resources along the Byway:

- Minimize visitor impacts on natural resources by designing interpretive facilities that educate visitors about appreciation of and protection for sensitive plants and animals and other critical natural resources.
- Educate visitors about applicable fishing, hunting, off-highway vehicle and over-snow vehicle regulations.
- Educate visitors about proper disposal of trash, seasonal fire restrictions, and "Leave No Trace" land ethics.

B-4.3: Historical, Cultural, and Archaeological Resource Strategies

USDA Forest Service. The Stanislaus National Forest has inventoried the Emigrant Trail and Big Trees Road-Carson Valley Turnpike within the Ebbetts Pass National Scenic Byway corridor as part of a Cultural Evaluation and Management Plan for the historic road system. For the most part, Highway 4 overlays most of the historic routes; however, excellent examples of this early trail system are still intact parallel to Highway 4. The draft plan recommends that these segments be developed as interpretive trails

where appropriate. Section 110 of the National Historic Preservation Act (NHPA) encourages the re-use of heritage resources for the “public good” whenever possible.

Cultural resources located on public lands are protected under the NHPA. Forest resource management plans and programmatic agreements with various state agencies and tribes carry out these mandates. Special designations, recognized under NHPA, afford increased protection for two segment types of historic emigrant routes, including closure of the routes to motorized vehicles. The designation also emphasizes the development of educational opportunities to help preserve the integrity of these historic resources. The Humboldt-Toiyabe National Forest has identified the historic mining district at Silver Hill as a potential historic district and has studied its eligibility for nomination to the National Register of Historic Places.



Fig B-1.18 Segment of Emigrant Trail near Ebbetts Pass National Scenic Byway (EPSBA)

USDI Bureau of Land Management. The portion of Bureau of Land Management administered lands along the Byway is relatively small. Basic policies are in place to manage cultural resources and are stated as follows. “Cultural resources are preserved and protected on public lands; the BLM must ensure that proposed land uses, initiated or authorized by BLM, avoid inadvertent damage to cultural resources on both federal and non-federal lands.”

California State Parks. The Calaveras Big Trees State Park General Plan includes policies to avoid disturbance of both aboveground and subsurface historic and prehistoric artifacts in the park. Management policies also promote active interpretation of some historic, prehistoric, and cultural resources.

Alpine County. The Alpine County General Plan includes policies designed to promote preservation and protection of cultural resources. This is accomplished through the development of guidelines for identification and protection of cultural resources associated with specific land use actions. Cultural resource protection also occurs through assistance in writing and securing grants that allow citizens and private and public groups to restore, maintain, and/or conserve cultural resource properties in the County.

Additional Strategies. The following strategies are additional ways that complement these ongoing cultural and historic resource protection efforts.

- Recognize and interpret the Washoe and Miwok history along the Ebbetts Pass National Scenic Byway and surrounding area.
- Recognize and interpret the exploration, mining, and settlement activities of early European settlers to the Ebbetts Pass National Scenic Byway and surrounding area.
- Interpret important cultural and historic sites near the Ebbetts Pass National Scenic Byway to foster appreciation for multiple use and occupancy of the area by varied cultures.
- Encourage establishment of policies in Calaveras County that promote preservation and protection of cultural and historic resources within the Ebbetts Pass National Scenic Byway corridor.

B-4.4: Recreation Resource Strategies

USDA Forest Service. The Ebbetts Pass National Scenic Byway has numerous resources for recreation and tourism. These include private and public developed recreation sites, dispersed recreation, scenic driving opportunities, and designated Wilderness. The Stanislaus National Forest manages the Bear Valley/Lake Alpine area as a developed recreation complex where facilities are maintained for the convenience of recreation users within a natural forest setting. In addition, the Stanislaus and Humboldt-Toiyabe National Forest Land Management Plans allow for

increases in developed recreation site capacity and improved dispersed recreation opportunities throughout the Ebbetts Pass National Scenic Byway corridor and surrounding area as long as improvements fit within established guidelines that keep scenic, cultural, historic, and natural resource values intact.

USDI Bureau of Land Management. This area will be maintained as a Special Recreation Management Area by the BLM. The BLM has distinct roles as recreation providers. First, they maintain the dispersed and open character of a vast majority of BLM lands. Second, the BLM exercises minimal regulatory constraints in order to preserve the visitors' freedom to choose a variety of recreational pursuits.

California State Parks. The Calaveras Big Trees State Park General Plan has established a policy that protects the natural, cultural, and aesthetic resource values that are the basis for most recreational opportunities. This policy allows only recreational activities that are compatible with the mission of the State Park. The General Plan also identifies new and expanded recreation facilities, as well as closure and rehabilitation of some poorly located recreation facilities.

Alpine County. Alpine County has identified Bear Valley and Lake Alpine as planned development areas where large-scale and small-scale destination resort facilities are the primary uses on private lands. Future developments at Bear Valley are guided by an approved Master Plan.

Calaveras County. The 1988 Ebbetts Pass Highway Special Plan acknowledges areas along the Byway corridor where the primary use is recreation, recreation-related support services, and resort centers. County policies allow for expanded or new recreation resort developments along the Ebbetts Pass National Scenic Byway corridor with prior approval of a master development plan.

Additional Strategies. These additional strategies can complement and reinforce ongoing recreation resource protection approaches:

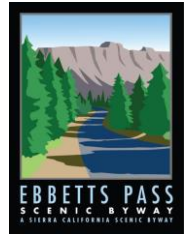
- Enable a high quality recreation experience and protect the unique resources of the Ebbetts Pass National Scenic Byway.
- Identify maintenance and enhancement opportunities for developed facilities that do not alter the natural character or quality of the recreation experience.

- Construct, upgrade, and expand day use facilities such as interpretive sites, vista points, restrooms, and Byway orientation sites that meet established accessibility standards as required by the Americans with Disabilities Act (ADA).
- Identify enhancement opportunities to modify existing facilities to improve access for people with disabilities.
- Recreation opportunity information is complete and organized and made available in a number of mediums (brochures, handouts, websites, signs, etc.).
- Inventory and monitor concentrated recreation use areas (outside of typically developed recreation sites, such sites are also referred to as “dispersed” recreation). Determine priority sites and maintain a high quality recreation setting. Use appropriate signage to manage access to sites. Consult with the public prior to changing travel management, such as closing or opening roads.

B-4.5: Property Rights

Designation of the Ebbetts Pass Scenic Highway as a National Scenic Byway shall not and does not supersede nor restrict the ability of private land owners to lawfully manage their property as was intended when purchased. Recognition as a National Scenic Byway will encourage public agencies to continue supporting a variety of land uses, including the historic ones such as timber harvesting and mining.

This document, the 2013 Corridor Management Plan for the Ebbetts Pass National Scenic Byway, like the previous 2004 Corridor Management Plan, is not intended to be used to restrict the use of private or public lands in any manner. Its purpose is to support the protection and enhancement of intrinsic qualities as they now exist and provide for the cultural and economic benefit of the region.



Chapter B-5: Development Management Plan

Since the Ebbetts Pass Corridor National Scenic Byway is predominantly managed as public land (USDA National Forest, Bureau of Land Management, and California State Parks), development of private land is not an issue along much of the Byway. The Ebbetts Pass National Scenic Byway traverses two counties, each of which has taken their own specific measures to establish policies and guidelines related to development on private lands. The 2013 Corridor Management Plan recognizes the role and authority of local governments and of private property owners to make decisions regarding the development and use of private lands within the corridor. Some of the policies and guidelines that are relevant to development of lands within and near the Ebbetts Pass corridor are summarized below. The evaluations and reporting of the roles of local governments that were included with the work of preparing the 2004 Corridor Management Plan are included below.

B-5.1: Calaveras County

The 2004 Corridor Management Plan identified the following primary development policies and guidelines for the portion of the Ebbetts Pass National Scenic Byway which resides in Calaveras County:

The 1988 Ebbetts Pass Highway Special Plan guides development of private lands adjacent to and near Highway 4 in Calaveras County from the eastern end of Arnold to the Alpine County border. In addition, the Arnold Community Plan guides development within the community of Arnold itself. Land use designations are based on the 1988 Ebbetts Pass Highway Special Plan and are not pending on the current General Plan Update.

The desire of the Arnold community is to retain a rural and small town atmosphere. It recognizes that recreation and tourism play an important role in the local economy. In 1990, the population of Arnold was approximately 3,700 people and by 2010, it grew to 3,843 people. One way the village atmosphere will be encouraged is through intermixing commercial and residential uses in certain areas and developing a system of pedestrian pathways.

The 1988 Special Plan identifies concentrated development areas along the highway as Community Center, Resort Center, Recreation, or Single-Family Residential. Dorrington and Tamarack are designated as Community Centers. Types of developments that are appropriate include residential, commercial, industrial, and community services. Maximum densities range from 6 to 12 dwelling units per acre. Future multiple family residential and commercial developments will only occur within these two Community Centers.

Cottage Springs is designated as a Resort Center and includes a small, now closed, ski area and small commercial complex as well as a several vacant single family residential parcels. A new owner of Cottage Springs Resort is currently working to prepare applications to re-open and expand the ski area, play hill and provide some additional camping and other year round services. Proposals for expansion of existing or development of new resort centers will require use permits or master plans prior to approval.

Ganns Meadow is currently designated as Recreational although there is a small group of residences located in this area on both sides of the highway. The focus of developments here in this zone is on commercial uses that provide support facilities to recreation areas, however, the new General Plan may modify this.

Single-family residential zoning has been designated at Dorrington, Cottage Springs, and Sky High Ranch. Parcel sizes tend to be large and public services and infrastructure are less developed.

It should be noted that recent developments in the Calaveras County portion of the Byway corridor have generally followed the guidelines and policies established in the original 1988 Ebbetts Pass Highway Special Plan.

B-5.2: Alpine County

The 2004 Corridor Management Plan identified the following primary development policy and guidelines for the portion of the Ebbetts Pass National Scenic Byway which reside in Alpine County:

The Alpine County General Plan has identified concentrated development areas in or near the Ebbetts Pass National Scenic Byway in the communities of

Bear Valley, Lake Alpine, and Markleeville. The remainder of the area is designated as Open Space or Wilderness.

Bear Valley and Lake Alpine are designated as Planned Development areas. Types of developments that are appropriate include residential, commercial, institutional, and recreational. Gross densities will not exceed 2.5 dwelling units per acre. Bear Valley Mountain Resort (ski area), operating under a special use permit from the Stanislaus National Forest, is part of a large-scale year round destination resort and residential community where the Bear Valley Master Plan guides future development. Lake Alpine is a small-scale seasonal destination resort that includes limited commercial uses and lodging accommodations operating with a National Forest permit. Future development could include expansion of commercial and lodging facilities consistent with maintaining a small-scale resort.

Markleeville includes a combination of Residential High, Medium, and Low, Commercial, and Institutional zoning. Maximum densities allow from 15 dwelling units per acre in Residential High areas to one dwelling unit per acre in Residential Low areas. Commercially zoned areas in Markleeville allow for development of a broad range of commercial activities including grocery and hardware stores, garages, restaurants, hotels, professional offices, banks, etc. The institutional designation includes areas where public or quasi-public developments such as schools, clinics, or public buildings are located.

The remainder of the Alpine County segment of the Ebbetts Pass National Scenic Byway is zoned Open Space with the Highway 4 corridor zoned a "scenic highway." The Open Space designation is intended to protect and promote the wise use of the County's natural resources. Appropriate developments include facilities serving dispersed recreational activities, small commercial recreational facilities, agricultural production, and cemeteries. Proposals for large recreational facilities would not be allowed in this Open Space designation.



Fig B-1.19 Lake Alpine Resort (EPSBA)

There has been limited development in the Alpine County portion of the Byway and what has occurred has generally followed the guidelines and policies established in the original Alpine County General Plan.

B-5.3: Design Guidelines

Design Theme. The Ebbetts Pass National Scenic Byway is a rustic trans-sierra route. The scale of the road and the landscape it passes through suggest an approach that is more informal and less developed than the other California State Scenic Highways. Rather than having a formal design motif, as might be appropriate along an urban route, the manner in which sites are featured are of primary importance. The USDA Forest Service and California State Parks have a tradition of constructing rustic facilities that relate to styles prevalent in the early 20th century during the Civilian Conservation Corp (CCC) and Works Projects Administration (WPA) era. Many of the cabins and buildings along the Byway showcase this style of construction with native rock and heavy timbers.

The USDA Forest Service has published the Built Environment Image Guide (BEIG). It explains the importance and benefits of good design. Basic factors are:

- Fitting constructed features into the cultural and natural context of the landscape. Location, scale, proportion, materials (texture), and color respond to the setting. (Downtown is different from the edge of the wilderness, and desert is different from ancient forest.) CalTrans refers to this as “context sensitive design.”
- Universal Design – This means fitting elements together so that all people (young, old, those in the middle, disabled, etc.) can participate. This requires attention to grades, dimensions, style, color, and safety.

So what does this mean for the Ebbetts Pass National Scenic Byway? The BEIG presents several themes. The North Pacific Province theme emphasizes heavy timber and wood. The heavily forested sections of the Byway's corridor between Arnold and Lake Alpine fit best with this category. The Rocky Mountain theme is also appropriate, primarily on the eastern slopes of the corridor where the geology of the landscape, rather than the trees, are dominant. A copy of the BEIG is provided with the Supplemental Documents. Although there are subtle differences between the two, both emphasize heavy wood and use of native rock.

Site Selection. New development ideally will occur at locations that can accomplish these objectives in a cost effective manner as well as locations that logically serve the public.

Site Design. Simple solutions that emphasize the existing natural features and use natural appearing materials are preferred. Major portals, developed recreation sites, and private businesses will have more constructed features and more architectural features. Roadside vistas and undeveloped interpretive sites may rely primarily on signage and subtle manipulation of the existing site to accomplish objectives.

Developed Site Criteria

- Constructed elements express theme through design, material type, and colors.
- Pavement is appropriate and striping, especially accessible sites would fit within this design theme.
- Accommodate medium size groups (12-32 people).

Rustic Site Criteria

- Favor desirable features of site (vistas, historic buildings and ruins, etc.) by not constructing features that compete with them.
- Grade the site(s) to accommodate parking and pedestrian activities.
- Stabilize natural surfaces and use natural elements, such as rock boulders to define use. Make the site accessible, but do not pave, sign, and stripe with the wheelchair symbol.
- Since many of these sites are along the highway and within CalTrans right of way (ROW), encroachment permits and approval by them is essential. A site-by-site review of each plan is required.

Materials. Heavy wood members, native rock, and natural appearing surfaces are preferred. Artificial materials should be avoided or de-emphasized when possible. When concrete is used, texture and darker colors help this material blend in with the environment. Metal can be made non-reflective by being painted a dark/flat color or treated with an oxidizing agent which weathers and rusts metal. When masonry is used, dark colors and split-faced block are preferred.

Parking and Structures. These would be located away from the focus of the site and subordinate to landscape features. Construct parking and structures in a manner and location that they don't block views of or access to the features (natural, historic, etc.) that are being highlighted at the site.

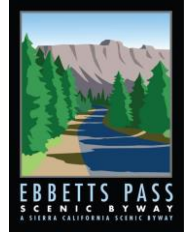
Pedestrian Routes. Construct pedestrian routes that are safe, accessible, and recognizable.

Signs. Signs should be carefully sited, properly sized, and have an appearance that is generally consistent with the Ebbetts Pass Wayshowing and Interpretive Plan prepared by the USDA Forest Service. Directional, regulatory, safety, information, and interpretive signs are effective, but should not dominate the setting. Symbols are used to provide uniformity between sites and reinforce the identity of the route.

Timber Industry, Agriculture, Ranching and Tourism Awareness. Community residents generally recognize that the corridor needs timber, agriculture, ranching, and tourism to remain viable and that these industries are a part of the corridor's heritage. Therefore, projects need to recognize the importance of and promote the industries. The following projects could achieve this goal:

- **Timber interpretive sites** explaining timber heritage, the changes in forest management over time, the ecology of clear-cuts, and forest management as it is practiced today.
- **A timber interpretative brochure** which would more effectively support positive visitor expectations; to explain that the region depends on both timber and tourism and that corridor residents and businesses are committed to the successful management of both industries. Timber information could also be included in other brochures or websites developed for the corridor.
- **Interpretative materials** recognizing ranching, agriculture, locally grown food, and wineries would assist with providing rewarding visitor experiences.
- The Byway's corridor has a long history of hosting visitors and supporting tourism development which is highly reliant on the natural beauty and historic significance of the region.

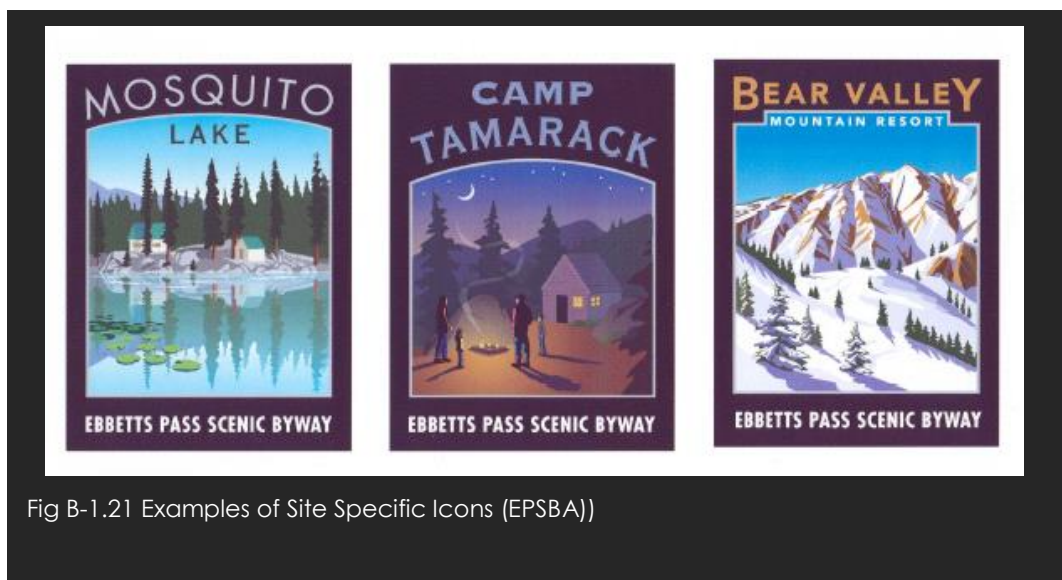
Chapter B-6: Byway Signage and Graphic Identity



Scenic values and signs need to complement each other. Signs provide important messages to the visitor such as where the visitor is “at” with a location identifier, for example, the Calaveras Big Trees State Park entrance sign. Signs provide cautionary notices, such as avalanche ahead, and often provide information such as location of the nearest bathrooms. It is important to inventory and review what kinds of signs are displayed along the Byway and to identify what is needed to provide reliable and cohesive sign components for the Ebbetts Pass National Scenic Byway. This may include adding new signs, changing locations of existing signs, or even eliminating some signs that are currently in place. While it is beyond the scope of this plan to complete a thorough analysis of all sign needs for the Ebbetts Pass National Scenic Byway, it is recognized that opportunities and needs exist for improvement. A partial inventory of existing signs along the Ebbetts Pass Scenic Byway was completed in July 2002 and is included with the Supplemental Documents. The list includes directional and safety signage and those signs damaged or covered with overgrown vegetation.

B-6.1: Ebbetts Pass National Scenic Byway Graphic Identity

The graphic identity for Byway signs, written materials and website communications will include the Ebbetts Pass logo with the Dardanelle Mountains image. This will serve as the primary identity or emblem to be used consistently throughout the Byway’s corridor. In addition, a series of graphic icons have been developed that highlight site-specific intrinsic qualities found along the Byway. The Ebbetts Pass Scenic Byway Association provides digital files for the graphics for appropriate and approved use by public agencies and private sector organizations.



B-6.2: Information, Orientation, Route Guide, and Interpretive Signs

Informational signs are located throughout the Byway corridor. Some of the primary locations where area information can be found include the Calaveras Ranger District of the Stanislaus National Forest, various kiosks, Chamber of Commerce locations, the Ebbetts Pass Visitor Center in Arnold, the Markleeville Visitor Center, and in community businesses throughout the corridor.

Existing trailhead kiosks (information bulletin boards) are generally consistent with each other, but can be improved. Better site design, structure detailing and a standard layout for information would improve the look and ease of usability of these kiosks. Some existing highway signs appear out of scale and are not consistent with other signs or the desired look within the highway corridor. The snowpark signs and the pedestrian crossing signs fall into this category.

Orientation signs and stops, offering maps and other important information about the Byway are located at various places along the route. A variety of orientation questions can also be answered at the Markleeville Chamber of Commerce, the Calaveras Ranger District, in Hathaway Pines, which are located on either side of the Byway. This kind of material is intended to help visitors know where they are and make them aware of the many places to go and things to do within the NSB. A recently installed high quality information sign for the Ebbetts Pass National Scenic Byway can be found at the Ebbetts Pass Visitor Center located in Arnold, California at the entrance to the Byway.

Route Guide signs should be installed in the highway right-of-way along State Highways 4 and 89 in both directions to inform travelers when they have reached the Byway: when an intersection require a 'turn or stay straight' decision and as confirmation or reassurance that they are still on the desired course. The graphic image of the Ebbetts Pass National Scenic Byway Route Guide signs should be the official graphic identity of the Byway. Route guide signs should be installed at approximately 5-mile intervals. Placement and installation guidelines provided by the Manual on Uniform Traffic Control Devices and CalTrans should guide the size, mounting height, use of auxiliary (arrow and direction sign panels), lateral distance from edge of pavement and longitudinal positioning should control the uniform and consistent placement of route guide signs.

Interpretive signs needs and design recommendations are described in the Ebbetts Pass Wayshowing and Interpretive Plan which was under preparation by the USDA Forest Service at the time of publication of the 2013 Ebbetts Pass National Scenic Byway Corridor Management Plan. The Ebbetts Pass Wayshowing and Interpretive Plan is included in the Supplemental Documents.

B-6.3: Funding and Maintenance

Sign construction, installation, and maintenance responsibilities will be determined based upon site-specific conditions. All signs within the highway right of way of State Highways 4 and 89 must be reviewed and approved by CalTrans.

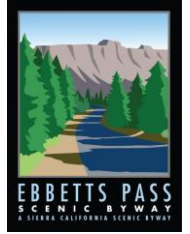
B-6.4: Outdoor Advertising Controls

USDA Forest Service policy states that "Signs or advertising devices erected on National Forest System lands shall have prior approval by the USDA Forest Service as to location, design, size, color, and message. Erected signs shall be maintained or renewed as necessary to neat and presentable standards, as determined by the USDA Forest Service. Additionally, any route designated as a State or National Scenic Byway (post 1991) is prohibited from erecting new billboards, either on Forest or private lands. The purpose of this requirement is to "maintain an attractive right-of-way for the highway and avoid sign clutter" (FSH 7102-11 and 2709.11).

Alpine County Zoning Ordinances 18.60 and 18.68.030, prohibit "general advertising" and ensures that any permit approved would "protect and preserve the scenic and aesthetic characteristics existing in the vicinity." In the Alpine County General Plan of 1999, no specific language addresses design, content, or material specifications for signs, but it does offer details on the importance of aesthetics. "The County's main industry, recreation and tourism, is tied directly to the County's scenic resources. Protecting those resources is a strong economic incentive "for the county". (Alpine County General Plan).

The Calaveras County Plan and related County ordinances address sign controls and permitting procedures.

Chapter B-7: Interpreting the Ebbetts Pass National Scenic Byway



What is interpretation? It is a way of presenting information that educates, excites curiosity, and stimulates the visitor to want more information. Freeman Tilden describes interpretation as "...an educational activity, which aims to reveal meaning and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information."

Interpretation, if done well, can support resource programs by helping to change behaviors that negatively impact a resource and by opening minds to new perspectives. It can inspire visitors to care for their public lands, understand management practices, and become involved in decisions regarding these lands.

Forest visitors have many needs that should be addressed when planning and providing interpretive services. There are three categories of needs that must be met in order for interpretation to work effectively. The degree to which visitors' needs are met depends on the individual visitor and their familiarity with the area, expectations, length of stay, interests, and the purpose of the visit. The three basic needs are orientation, information, and interpretation.

B-7.1: Orientation

Physical comfort must be met before a visitor is ready to absorb an interpretive message. The types of needs and questions that may arise include the location of restrooms, where maps may be purchased, where to eat, etc. Although orientation is not the same as interpretation, it is an essential companion to interpretation. Basic orientation needs must be met in order for interpretation to be successful.

B-7.2: Information

After physical needs are met, visitors seek general information about the area. This includes questions on the location of points of interest. This information serves as the base for interpretation. Visitors are receptive to becoming involved with natural and cultural resources after orientation and information questions have been answered.

B-7.3: Interpretation

Interpretation is more than providing information to the visitor; it tells a complete story from a unique viewpoint and relates the message to the everyday life of the visitor. Visitors seek interpretation in their leisure and volunteer time; it is not a time for lectures. Some common avenues of interpretation include exhibits, displays, signs, newspaper guides, brochures, auto audio tours, and guided or self-guided trails and programs, as well as personal contacts by uniformed employees.

B-7.4: Existing Interpretive Information

There are a variety of interpretive programs and facilities currently available to the public. Many programs focus on the natural and heritage resources of the Sierra Mountains and the Ebbetts Pass National Scenic Byway. Listed below are the primary outlets for interpretive information and programming. Visitors can acquire additional information from websites and facilities not directly associated with the Byway route, but have been linked to the Ebbetts Pass website and offer services feeding in from the surrounding communities.

Calaveras Big Trees State Park offers a visitor center with regularly scheduled tours and educational films depicting the history and natural resources of this area. There are also self-guided walking tours of the existing trails within giant sequoia groves. These trails are marked and park visitors can obtain a map at the trailheads, the entrance station, or at the visitor center. The park has a full time staff of rangers and volunteer guides who are available to answer questions and guide visitor tours. In addition, the park facilitates a variety of interpretive programs open to the public during the summer months. These include nightly campfire programs, Junior Ranger programs, and a stream ecology program at Beaver Creek, where under the guidance of a park ranger, participants collect and study the various insects found in the stream. During the winter months, the park maintains cross-country ski trails and a number of campsites.

The Sierra Nevada Logging Museum is located in White Pines on the historic site of the Blagen Sawmill. Although this facility is off the designated Byway, it is an excellent side trip for the traveler interested in local logging history. At this facility, visitors will find a museum and on-site exhibits with artifacts and a kiosk devoted to displaying and interpreting the history of logging throughout the region. There is a picnic area at nearby White Pines Lake and interpretive trails highlighting historic logging equipment. The museum is located on Dunbar Road, approximately one mile northeast of Arnold.

The Calaveras Ranger District of the Stanislaus National Forest is located on State Highway 4, east of the community of Arnold. The district offers interpretive programs such as summer campfire programs at designated campgrounds and winter skiing with a Ranger at Lake Alpine. Visitors can obtain maps for hiking, biking, skiing, and off-road traveling, as well as information on hunting opportunities on National Forest lands. Campground fire permits and burning permits are issued at the district office. Additionally, information on boating as well as for Spicer, Utica, Union reservoirs, and Lake Alpine is on hand. Fishing enthusiasts can obtain information for the Stanislaus and Mokelumne rivers and their tributaries.

The Ebbetts Pass Visitor Center in Arnold and Markleeville Visitor Center provides books and guidebooks related to the area, as well as maps, brochures, and local business information. Also for sale are items such as local art work, t-shirts, coloring books, and stuffed animals that relate to the natural environment.

B-7.5: Overall Interpretive Objective

The overall objective for interpreting the Ebbetts Pass National Scenic Byway is ***to keep the rural and remote feel of the Byway corridor while at the same time preserving the vitality of local communities through appropriate activities and planned development.***

Additional objectives include:

- Protect and enhance resources identified along the Byway corridor for present and future generations. Maintain the rural, untamed, and isolated feel of the scenic byway corridor.
- Promote and support activities, development, renovation, and demolition along the Byway that are consistent with natural resource and community goals.
- Provide interpretive programs and facilities that are accessible to users of various ages, backgrounds, and abilities.
- Provide interpretive and educational programming, using a variety of media, related to the historical, cultural, and natural features to facilitate visitor understanding and appreciation of these resources.
- Use the unique and recognizable logo (graphic identity) that represents the Ebbetts Pass National Scenic Byway. The logo should be used for interpretive, orientation, and informational signs, exhibits and materials such as brochures.
- Develop a unique and consistent design format for interpretive messages on the Ebbetts Pass National Scenic Byway.
- Construct wayside pullouts and facilities using natural materials that complement the surrounding landscape and preserve passing motorist views. Incorporate

accessible design at new and existing facilities. Locate vehicle parking where it does not dominate or block the view.

- Provide interpretive material on the Ebbetts Pass National Scenic Byway website as appropriate to augment the objectives described above.

B-7.6: Interpretive Themes

The entire Ebbetts Pass Corridor has three main themes that weave throughout the corridor. They are: *to seek, to experience the peak, and to linger longer*. Most communities along the route offer lodging and enticing shops and festivals that enhance tourism. This route provides the visitor opportunities to venture out of their daily mindset and to put 21st century distractions aside to be surrounded by the mountains, forests, wilderness, and the dramatic scenery of the Sierra Nevada. It is a place for renewal of spirit and body. The historical tales of this boom and bust territory spill throughout the corridor.

Overall Theme: While people have, over time, used this route for different purposes it still remains an important link for community connections, discovery, adventure, and the renewal of body and mind.

Interpretive messages are not sequential and may be read from either direction of travel.

Seeking Fortune and Adventure Theme

This theme, "To Seek", is as prevalent today as it was in the past. When gold was discovered in this region in the mid-1800s, miners flocked to the area hoping to make it rich on the next big strike. Gold was not prevalent, but silver deposits were promising. The story of silver and the boom and bust of communities following its discovery is evident in many places along the route. During the 1850s and 60s, a silver strike on the east side of the mountains helped opened this route to general travel, as supplies were brought back and forth over the pass to stock the miners. Tourism started in the 1850s with the Big Trees being a primary attraction. A dance floor made on the stump of one of these grand trees was big enough to hold 30 dancers. Today's tourists are similar, seeking the grandeur of nature, testing their strength and endurance, and searching for mind and body rejuvenation from the more untamed places along the Ebbetts Pass National Scenic Byway. As the road narrows, twists, and turns over the mountain pass, every corner offers a surprise. The vibrant colors of nature, geologic massiveness of basalt columns, sheer cliffs, waterfalls, and relics of yesterday can all be discovered by today's traveler.

Sub-theme: The historic silver story is one of boom and bust. Many mining towns would move “lock, stock, and jail” as they sought the next great bonanza. While some dying mining communities were replaced by those seeking to make a life as ranchers or loggers or to make a living from tourists, other communities would be abandoned and left as ghost towns.

The Peak Experience Theme

Opportunities for a *Peak Experience* wind throughout this scenic corridor. To experience the awe of the giant sequoias at Calaveras Big Trees State Park for the first time or the hundredth time, to conquer the Sierra summit as a participant in the annual *Markleeville Death Ride*, or to find solitude in the Carson-Iceberg or Mokelumne Wilderness are a few of the ways one can reach their peak. Seen or experienced, nature can elevate an individual, if only for a moment, to a peak experience. For the modern day explorer, reaching this *peak experience* can be achieved by spying the Dardanelle Mountains, which resemble proud bluffs standing amongst their more rugged siblings, as they dart in and out of view along this scenic route, or by reaching a greater depth of spirituality among nature, or by sharing adventures with friends and family. One can withdraw from daily stresses by embarking on the journey along the narrow, winding mountain road. Others may challenge themselves to perform at their personal peak condition within nature, as they travel with earth beneath feet, climb mountain pass over mountain pass, or sleep under a blanket of stars.

Imagine yourself in the footprints of those travelers of 150 years ago. Early explorers and settlers undoubtedly felt some of the “peak” as they traversed these rugged, often snowcapped mountains.

Sub-Theme: Travel into the forest and discover a “peak experience” of nature at work or challenge yourself to a wilderness adventure, and awaken your peak within body and spirit.

Linger Longer Theme

The *Linger Longer* theme is designed to encourage visitors to slow down and enjoy their trip along the Ebbetts Pass National Scenic Byway. Each season offers a range of recreational activities in local communities and on public land. Linger over lunch in Arnold, rent a cabin for a week in Markleeville, or go cross-country skiing through Calaveras Big Trees State Park for a truly memorable experience. The more

adventurous can raft the Carson River, camp at one of the many campgrounds (both private and public), or backpack and stake their claim under the stars. The *Linger Longer* theme encompasses the entire Ebbetts Pass National Scenic Byway. Recreation highlights and activities range from opportunities for very primitive experiences where solitude can be sought (wilderness) to the more refined experiences such as attending the annual Bear Valley Music Festival. Opportunities to experience recreation activities that fall within the middle range include abundant fishing, hunting, hiking or riding on trails designed for a variety of ability levels, attending amphitheater programs, driving 4x4 routes, skiing downhill or cross-country, snowmobiling, or staying at resort cabins. All offer a welcome respite from the daily hustle and bustle of life. Year round recreation opportunities exist along much of the Byway.

Sub-Theme: The friendly communities and businesses along the scenic corridor offer a variety of services and some specialty shopping for travelers. Come and linger longer to enjoy the local ambiance and natural wonders of this area year round.



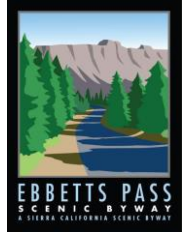
2013 Corridor Management Plan

EBBETTS PASS NATIONAL SCENIC BYWAY

PART C

Supplemental Documents and Reference Materials

PART C: Supplemental Documents and Reference Materials



The 2013 Corridor Management Plan represents an update and a reorganization of the Corridor Management Plan adopted in 2004. The 2013 Corridor Management Plan is organized in three parts which cover an array of appropriate topics. Part C is described below.

PART A: Byway Context and Management Direction

PART B: Core Byway Characteristics

PART C: Supplemental Documents and Reference Materials

Part C provides a listing of supplemental documents and files that were prepared or updated to directly support the scope of the 2013 Corridor Management Plan. Additionally, reference materials are listed which provide ancillary information related to the management of the Ebbetts Pass National Scenic Byway. This “library” of materials—some prepared specifically for the Byway and others are policy, development and regulatory materials prepared by federal, state and local agencies—relate to the Byway.

For additional information, comments and feedback, please contact the Ebbetts Pass Scenic Byway Association at info@scenic4.org.

Some of supplemental and reference documents such as the Report of Stakeholder Input are static ‘snapshot’ reports which give a status of a particular subject at a certain time. Others such as the intrinsic resource inventories or GIS map files are dynamic documents which will be updated periodically under the supervision of the Ebbetts Pass Scenic Byway Association or its partner and stakeholder organizations.

Copies of these documents can be obtained from the Ebbetts Pass Scenic Byway Association and other public sources.

Listing of Supplemental Corridor Management Plan Documents

1. Original Corridor Management Plan for the Ebbetts Pass National Scenic Byway, August 2004. PDF format
2. **Report of Stakeholder Input**, May 13, 2013. PDF and MS Word format
3. **Framework for Program Activities, Performance Levels, Actions Suggestions, and Matrix Worksheet**, June 2013. PDF and MS Word format
4. **Report of Public Review Meetings** of June 18 and 19, 2013 meetings. PDF format and MS Word format
5. Ebbetts Pass National Scenic Byway Resource Inventories. PDF, MS Excel and on-line versions, updated as adjustments and additional data is gathered and recorded
6. Ebbetts Pass National Scenic Byway map data collection, updated as adjustments are warranted. PDF and GIS format
7. **Ebbetts Pass Wayshowing and Interpretive Plan** (Draft version in preparation by USDA Forest Service as of November 2013). PDF format

Listing of Reference Documents

1. National Scenic Byways Program, Interim Policy, Federal Highway Administration, Published in the Federal Register, Vol. 60 No. 96, May 18, 1995. PDF format
2. Ebbetts Pass Scenic Byway Association Bylaws, September 2006, updated as adjustments are warranted. PDF and MS Word format
3. Existing Recreation Facilities published as part of the original Corridor Management Plan, August 2004
4. Highway Sign Inventory published as part of the original Corridor Management Plan, August 2004
5. Ebbetts Pass National Scenic Byway graphic identity. PDF format

6. ***Your Guide to the Ebbetts Pass National Scenic Byway***, 2010. Print version.
7. ***Built Environment Image Guide*** (BEIG), USDA Forest Service
8. ***Forest Plan Direction***, Stanislaus National Forest, April 2010
9. Additional documents as provided by the Ebbetts Pass Scenic Byway Association.
10. Current General Plan and applicable ordinances, Alpine and Calaveras Counties