

Keeping Community Commitment Alive

Community commitment strategies require only the good intentions of a leader or organization and a commitment only from interested members of the community. Some activities that you might consider:

- **Byway Associations.** The logical continuation of efforts initiated by the corridor advocates and byway planning group, a byway association can encourage the implementation of the corridor management plan, monitor development along the corridor, and promote visibility and community commitment to the scenic byway.
- **Adopt-a-Byway.** Several states have “Adopt-a-Highway” programs in which organizations take responsibility for keeping roadways free of litter. A grassroots “Friends of the Byway” program lets

Getting your scenic byway is a big challenge. Keeping it going is another.

interested community members make a personal but limited commitment to the byway, picking up litter, trimming around signs, caring for wildflowers, and monitoring roadway maintenance.

- **Education and Media Relations.** Once a scenic byway is established, people may begin taking it for granted. Remind the community of how the scenic byway contributes to the quality of life and economic development of the region. An effective education program in the local schools and

Faster Than a Speeding Bulletin

You can use a newsletter to reach more than just your supporters. To promote the idea of making Connecticut Route 7 a scenic byway, the Kent Land Trust mailed its triannual newsletter to all the residents of the area — not just its members.

For the community, the bulletin provided information on progress on the scenic byway. For members of the land trust, it provided up to date news on organizational matters. And for the trust itself, it worked as a recruiting tool and removed the old problem of members complaining, “we only hear from you when you want money.”

The format: A single folded sheet with news items concisely noted in short paragraphs — purposely designed to be a good, quick read for the walk between the mailbox and the kitchen table.

community maintains the visibility of the byway. Encourage local television, radio, and newspaper coverage of festivals, public hearings, and success stories of tourism development or resource conservation.

- **Newsletters.** A periodic newsletter can heighten community awareness and highlight progress toward the development of the scenic byway, allowing you to share many of the “smaller stories” not covered by the media.
- **Festivals.** Special events and activities centered around the scenic byway are an effective tool in strengthening community interest and support. Such activities may focus on local crafts, products, crops, history, or recreation. Festivals may run along the entire length of the byway corridor, be concentrated to focus attention on a specific resource, or occur at various locations on different days or during different years.



Gathering of the Crows

Photo by Steve Shimek, “Travel Montana,” Montana Department of Commerce