



## **Volcanic Legacy Community Partnership 2011 Annual Report**

**Working Together for the Volcanic Legacy Scenic Byway**

**4/5/2012**

### **Who We Are and What We Do**

The Volcanic Legacy Community Partnership (VLCP) is a 501(c)3 nonprofit corporation, formed in 2003, to champion the Volcanic Legacy Scenic Byway, an All-American Road. The byway received national distinction as an All-American Road in 2003, one of only 32 All-American Roads in the United States. This magnificent 500 mile scenic drive winds its way from Lassen Volcanic National Park in northeastern California to Crater Lake National Park in southeastern Oregon. The byway offers views of dramatic volcanic landscapes that are found nowhere else in America. All four types of volcanoes that exist in the world can be found along the byway - composite or strato-volcanoes, shield volcanoes, plug domes, and cinder cones. Thumping mud pots, boiling pools, roaring fumaroles, and lava tube caves await byway travelers as they begin their journey.

The VLCP's mission is:

- To provide the traveling public with information about the geologic, archeological, cultural, historic, and recreational attractions of the Volcanic Legacy Scenic Byway.
- To protect the unique features of the Byway that made it an All-American Road.
- To develop displays and facilities along the Byway that will enhance the educational experience of visitors.
- To facilitate the cooperation of all the communities and agencies along the Byway in promoting and preserving its features.
- To acquire funding necessary to accomplish the purposes identified above.

The Volcanic Legacy Community Partnership supports economic revitalization of rural communities along the byway through the grants we implement. Many byway communities are in transition from a resource-based to a tourist-based economy. By its very nature as a linear corridor, the byway links the VLCP, communities, tourism organizations and governmental agencies together. The VLCP benefits each with

enhancements along the byway that supplement their promotional and developmental goals.

As our name implies, the VLCP believes in the power of partnerships and working together. Many partners assisted the VLCP with our 2011 byway projects for which we are grateful. With your interest and support, we will continue to strengthen these partnerships in 2012. I hope you enjoy our 2011 Annual Report.

Elizabeth Norton  
President, Volcanic Legacy Community Partnership

## **The Year in Review**

2011 was a year of significant organizational change for the VLCP. We elected six new Board members and new officers who represent a cross-section of byway communities, agencies, and tourism organizations. We revised our accounting system to provide greater transparency in our expenses. We reached out to byway partners and communities to engage their support in accomplishing several byway grant projects that helped us achieve byway goals.

Key objectives for 2011 from our project work plans included:

**Implement the Corridor Management Plan (CMP) to achieve the byway's vision and specific CMP goals.**

**Prepare interpretive products that showcase the outstanding scenic attractions, geologic significance, natural resources, and cultural history of the byway.**

**Design public outreach and orientation projects to support community goals for sustainable tourism, and provide high quality visitor information for travelers and residents to have safe and enjoyable recreation experiences.**

Below is a summary of VLCP's 2011 project work.

### **1. Implemented the 2006 Marketing grant and 2008 Corridor Management Plan grant to achieve the byway's vision and goals for tourism and interpretation.**

*Project Goals:*

- a. Implement the byway Marketing grant to enhance the visibility of the byway through various media (print, audio/video, and internet).
- b. Create more market penetration and extend the byway's "reach" to new audiences and potential consumers (both domestic and international travelers) via the internet.

*Tasks completed in 2011 include:*

- Formed a byway marketing committee composed of tourism and agency partners in January 2011.
- Reviewed and edited proofs 1 and 2 of a new VLSB map brochure, which contains descriptions of 85 significant sites along the byway.
- Entered into an agreement with Shasta Cascade Wonderland Association (SCWA) to update and reprint the Northern California Recreation Map. SCWA is revising the map to highlight the entire byway (pending 2012 printing).

**2. Implemented the 2005 Interpretive Plan grant to describe significant sites along the byway for visitor appreciation and understanding of the unique volcanic features, natural resources, and cultural history of the area.**

*Project Goals:*

- a. Complete the last Interpretive Plan for those byway segments that do not currently have a Plan.
- b. Identify all interpretive sites worthy of future development to showcase the best of what the byway has to offer.
- c. Strengthen VLCP's relationship with community, tribal and agency partners through cooperative planning and implementation of interpretive goals.

*Tasks completed in 2011 include:*

- Prepared and issued media releases to invite community, tribal and agency partners to comment on the 60% and 90% drafts of the Interpretive Plan (February and December 2011). Posted both drafts on the VLSB website for two 30-day public comment periods.
- Compiled public comments and edited both drafts.
- Identified 6 byway interpretive sites for landscape design in November 2011. Conceptual designs and cost estimates for all 6 sites were completed in December 2011.
- Printed the final Interpretive Plan in March 2012 and posted on the VLSB website.

**3. Implemented the 2008 and 2009 Public Outreach grants to maintain and expand public awareness, enhance website presence, create a print media presence, and make public presentations.**

*Project Goals:*

- a. Advance VLSB presence in social media through the internet via Facebook, Twitter, and YouTube
- b. Provide promotional materials to the traveling public and byway communities to showcase the geologic, natural, scenic, cultural, historic, and recreational attractions of the byway.

*Tasks completed in 2011 by VLCP staff include:*

- Staff attended media/computer training to update the VLSB website and use the tools available online to market the byway.
- Met with Shasta Cascade Wonderland Association management to review the operations, discuss joint marketing strategies and educational products, and gather byway tour guide information.
- Met with Crater Lake and Lassen Volcanic National Park staff to review their operations, discuss marketing strategies and educational products, and gather tour guide information.
- Enhanced the byway website in July 2011 with a fresh, new look to attract more users and potential visitors.
- Responded to all visitor requests for byway information.

**4. Worked on the 2005 Orientation Stations grant to install interpretive panels and visitor information at byway sites that receive high public use and tell a unique story about the byway or the community where they are located.**

*Project Goals:*

- a. Enhance the visitor experience with high quality interpretation as they travel along the byway.
- b. Strengthen collaboration with community, tourism, tribal and agency partners to implement cooperative projects that showcase the byway's most significant features and intrinsic values.
- c. Establish a recognizable "byway brand" as visitors travel from Oregon to California through cooperative planning in the design of visitor facilities and interpretive messages.

*Tasks completed in 2011 to implement this grant included:*

- Participated in monthly meetings with the grant committee to design interpretive panels and prepare messages.
- Identified priority byway sites for the placement of interpretive panels and prepared a budget with match contributions in April 2011.
- Re-affirmed the project scope with Caltrans in June 2011 and finalized the project proposal in July 2011.

Due to the age of this 2005 grant, the byway partners requested a grant re-scope and a change of grant administrators. The re-scope request was not approved by the Federal Highway Administration (FHWA) and grant funds were unfortunately withdrawn from the project. The FHWA recommended the byway partners submit a new grant proposal

in December 2011, which was subsequently done. Decisions on grant awards are currently pending.

**5. Planned for the conversion of the 80 mile McCloud Railway from Burney to McCloud to a public recreation trail, called the Great Shasta Rail Trail. Planned for three extensions to the Bizz Johnson National Recreation Trail.**

*Project Goals:*

- a. Attended monthly “Core Team” planning meetings. Five organizations, known as the “Core Team,” are leading this project. They include the Shasta Land Trust, Save Burney Falls, McCloud Local First Network, McCloud Trail Association, and the Volcanic Legacy Community Partnership.

*The Core Team completed the following tasks in 2011:*

- A Purchase Agreement to acquire the property was drafted and signed on March 29, 2012.
- An Environmental Site Assessment for hazmat, trail inventory and mapping, and preliminary title search were completed.
- The Core Team prepared 5 grant applications and received \$30,000 in 2011 for due diligence work. A \$350,000 acquisition grant was prepared in December 2011 and approved for funding on March 29, 2012. A \$212,860 grant for bridge and culvert engineering inspections was prepared in December 2011 and is pending decision.
- Documents to charter a trail planning team were prepared with the assistance of the National Park Service and the first team meeting was held on March 13, 2012.

As a partner, the VLCP is also involved in three other trail projects: the extension of the Bizz Johnson National Recreation Trail from the Mason Station Trailhead to the Westwood Depot Visitor Center (4 miles) and another extension from the Westwood Depot Visitor Center to Clear Creek Junction to connect with the proposed Almanor Rail Trail into Chester. The VLCP also supports the extension of the Bizz Johnson National Recreation Trail from the Susanville Depot Visitor Center east to the Wendel Line and then continuing to connect to the 85 mile Modoc Line Rail Trail. Once all these connectors are in place, northeastern California will have one of the longest rail trails in the U.S., a great boom to tourism and the quality of life in our area!

**6. Assessed funding opportunities to implement high priority byway projects that promote tourism, economic revitalization of byway communities, and the public's understanding of this unique volcano-to-volcano drive.**

*Project Goals:*

- b. Determine project priorities with byway partners.
- c. Research funding opportunities and prepare grant proposals.

*Tasks completed in 2011 include:*

Five Scenic Byways grants were submitted by the VLCP and other byway partners in December 2011 for the following projects:

- Engineering inspections and environmental planning for the Great Shasta Rail Trail between Burney and McCloud for \$212,860 (VLCP is the applicant).
- Install 41 interpretive panels at key visitor orientation sites along the byway in California and Oregon for \$284,322 (Ore-Cal RC&D is the applicant).
- Create 14 short audio/video podcasts for significant byway areas in California and Oregon and enhance the byway website for \$65,090 (Shasta Cascade Wonderland Association is the applicant).
- Update and consolidate two State Byway Corridor Management Plans into one plan for \$39,299 (VLCP is the applicant).
- Acquire 7 acres of abandoned rail line behind the Susanville Depot Visitor Center for \$62,000 to extend the Bizz Johnson National Recreation Trail to the Wendel Line connector (Lassen Land and Trails Trust is the applicant).

## **Refining VLCP's Strategies for the Future**

In 2012, we plan to:

### **1. Complete all pending byway grant projects including:**

- Print the new VLSB map brochure for agencies, visitors' bureaus and Chambers of Commerce to distribute. Post the brochure on the website.
- Finalize a VLSB geology tour and post on the website.
- Develop and print a VLSB auto tour discovery guide.

### **2. Continue our work on community projects that strengthen our partnerships, benefit byway visitors, and enhance the economic vitality of rural towns along the VLSB including:**

- Development of the Great Shasta Rail Trail and Bizz Johnson Trail connectors.
- Preparation of interpretive trail and other recreation guides for sites along the byway.

### **3. Assess our organizational capacity and future role to promote the byway and serve communities.**

- Add new directors to the Board who represent Oregon byway interests.
- Review the budget to support our office and staff in Mt. Shasta. Develop a transition plan to shift byway marketing work to regional marketing organizations.
- Develop a "Byway Project Plan" and fundraising strategy and with community and agency partners to determine how the VLCP can best serve them.

## 2011 VLCP Financial Statement

Total 2011 VLCP income was \$29,340.

Total 2011 assets were \$10,037.

2011 tax forms were filed on February 11, 2012.

All annual California State non-profit registrations were filed in February 2012.

## 2011 VLCP Board of Directors and Staff

<i>Directors:</i> Elizabeth Norton - President	<i>Directors:</i> Karen Whitaker
Dick Kelby - Vice President	Sharon Thrall
Laura Allen - Treasurer	Virginia Barham
Darlene Koontz	<i>Staff:</i> Allison Scull

## Thank You to Our 2011 Partners

<i>Partner</i>	<i>Affiliation</i>
Rennie Cleland	Ore-Cal RC&D, Dorris
Michelle Alexander	Ore-Cal RC&D, Klamath Falls
Cindy Deas	Klamath Lake Modoc Siskiyou Outdoor Recreation Working Group
Andrea Rabe	Rabe Consulting, Klamath Falls
Jim Chadderdon, Erin Williams, Chris Wolford, and Becky Crumrine	Discover Klamath, Klamath Falls
Hallie Rasmussen and Megan Solus & volunteers	Klamath Basin National Wildlife Refuge Complex
Terry Harris and Angela Sutton	Lava Beds National Monument
Darlene Koontz, Karen Haner, Lisa Wilkolak, Kevin Sweeney, Amanda Sweeney	Lassen Volcanic National Park
Barbara Rice	National Park Service, San Francisco Regional Office
Steve Schweigerdt	Rails-to-Trails Conservancy, San Francisco
Christopher O'Brien, KC Pasero, Kit Mullen, Tammy Taylor, Barbara Jackson, Carol Forster & Staff at the Eagle Ranger District, Hat Creek Ranger District, and Lake Almanor Ranger District	Lassen National Forest

Cheryl Hazlitt, Glen France, Donna Sullenger, Lois Ziemann, and Ann Dixon	Forest Service, Rocky Mountain Region, Center for Design and Interpretation, Colorado
Nils Lunder and Steve Robinson	Mountain Meadows Conservancy, Westwood
Jodie Gunn	Westwood Chamber of Commerce, Westwood
Ron Morales	Honey Lake Maidu, Susanville
Mike Mitzel	Sierra Pacific Industries, Susanville
Joe Studenicka	Save Burney Falls, Burney
April Gray	McCloud Local First Network, McCloud
Jerry Harmon	McCloud Trail Association, McCloud
Ben Miles	Shasta Land Trust, Redding
Louise Jensen	Lassen Land and Trails Trust, Susanville
H. Richard Tatman, Jr.	Professional Engineer, Janesville
Jim Stoll	Stoll Engineering, Inc., Redding
Karen Whitaker and Sabrina Charlson	Shasta Cascade Wonderland Association, Anderson
Stace Wright and Diana Niemoeller	Eureka Cartography, Berkeley
John Cumming	Silicon Sorcery, Mt. Shasta
Mary Mitchell and Ali Warren	Western Shasta RCD, Anderson
Ian Howat	Caltrans, Redding
Sally Scott	Caltrans, Redding
Dennis Cadd	Caltrans, Sacramento
Duane Lula	America's Byways Resource Center, Duluth, Minnesota
Michael Clynne	United States Geological Survey, Menlo Park
Don Lee, Sara Silber, David Wolf	Shasta-Trinity National Forest
Jeanne Goetz, Jim Stout, Angela Bell	Klamath National Forest
Mike Boles, Jacqueline Holm, William Ray Jr.	Fremont Winema National Forest
Dennis Freeman, Dr. William Hirt	College of the Siskiyous, Weed
Todd Kepple	Klamath County Historical Society, Klamath Falls
Sandy Tillery	Enjoy Magazine
David Sjodesdt, John Jackson, Steve Thomas, David Hays, Mark Gibson, Michelle Cloutier-Valdez, Pete Seward	Independent regional photographers
John Soares, Bruce Baron	Independent regional authors
Suzanne Scull	Zan Design, Dunsmuir



Kim James, Susan Bryner	Chester-Lake Almanor Chamber of Commerce, Chester
Heidi Horvitz and Staff	McArthur-Burney Falls Memorial State Park & Castle Crags State Park
Marilyn Quadrio	Chester Museum and Library, Chester
Phil Sergent	Hat Creek Rim Hang gliding and Paragliding Launch site
Jeanne Cesarin and the Conleys	Chester-Lake Almanor Snowmobile Club
Suzi Braaken	Plumas County Visitors' Bureau
Arlis Steele	Dunsmuir Chamber of Commerce
Joe Wirth	Mt. Shasta Trail Association
Mary Forgey	RV Journal
Gary Lewis	Geological Society of America
Margot Grissom	McCloud Heritage Junction Museum, McCloud
Gene Eagle	Mt. Shasta Herald
Judy Harvey	Dunsmuir Botanical Gardens
Norm Wilson	Coppervale Ski Area, Susanville
Christine Baldwin, Mark Baldwin	Butte Valley Chamber of Commerce
Kit Novick	Butte Valley Wildlife Area
Staff "or other acknowledgements"	Siskiyou County Historical Society Weed Chamber of Commerce Collier State Park Rogue River Siskiyou National Forest Westwood Chamber of Commerce Mt. Shasta Sisson Museum Jackson F. Kimball State Park Fort Klamath Park and Museum Collier State Park and Logging Museum Favell Museum

And special thanks to our staff in our Mt. Shasta office, Allison Scull.

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