

Presentation at the 2015 Vermont Travel Industry Conference in Burlington. March 2015

# CONNECTICUT RIVER BYWAY



- Established in 1998
- Over 500 miles of roadway
- Vermont Byway
- New Hampshire Byway
- National Byway – “America’s Byway”
- Connecticut River Byway Council
- Previously had paid staff who did variety of projects including Corridor Management Plan, signs, brochures, etc.



# ABOUT THE PROJECT



- 12 Travel Itineraries
  - 8 car based itineraries
  - 3 bicycling itineraries
  - 1 paddling itinerary
- 100 historic site profiles
- Final products
  - Printed brochure
  - Website – wordpress, mobile-friendly
  - Interactive map – built within ArcGIS online
  - Newsletters

## ST. JOHNSBURY ITINERARY



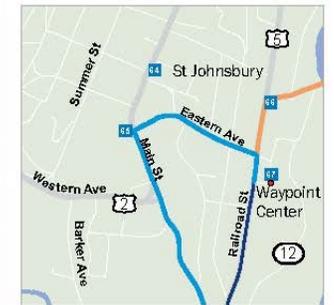
**A** | 9.7 Miles; approx. 20 minutes

**START:** St. Johnsbury Visitor's Center (51 Depot Square, St. Johnsbury, VT)

- Follow US-2 west along Eastern Avenue.
- Turn Left onto Main Street, heading south.
- Turn right onto US-5 south and continue until Barret Village.

**FINISH:** Barret, VT (near Town Hall, 1743 US-5, Barret VT)

**Attractions and Detours along the way:**  
St. Johnsbury (including Railroad Depot; Catamount Film and Arts Center; Main Street Athenaeum; Fairbanks Museum and Planetarium; Northeast Kingdom Artisans Guild); Scenic Overlook of Fifteen Mile Falls; Comerford Dam; Fairbanks Mill; Danville Green; Peacham; West Barret Village; Comerford Reservoir fishing access; picnic sites from Comerford Dam Road



# MAJOR TASKS



- Make connections with people and organizations along the Byway
- Collect information about places to see and roads to travel
- Research detail about 100 historic sites
- Compile all content and images
- Draw maps for printed brochure
- Design and print brochure
- Design and build website to hold itineraries and historic site info
- Design and build interactive map
- Publish Connecticut River Byway Newsletter
- Distribution of brochure

# WHO WAS INVOLVED



- Regional Planning Commissions
- Town staff
- Chambers of Commerce
- Tourism Associations
- Bike shops
- Museum and historic site staff
- Interested individuals
- Vermont Agency of Transportation
- Vermont Dept of Tourism and Marketing
- Project led by Southern Windsor County Regional Planning Commission
- Contracted out work for:
  - Brochure design and cover illustration
  - Brochure printing

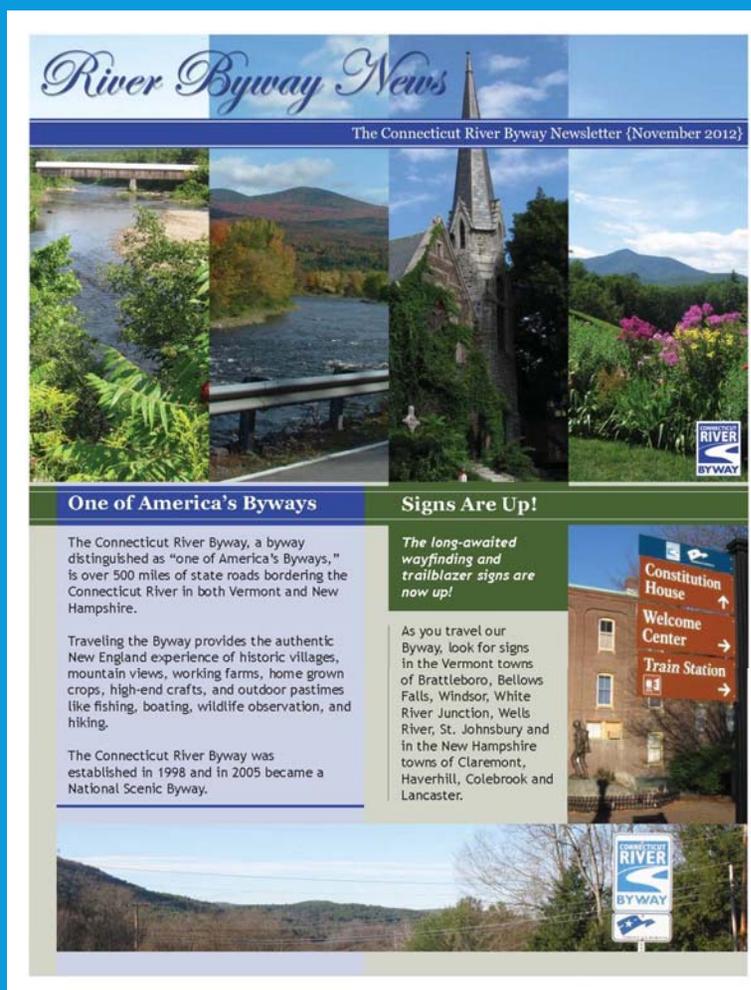
**OVER 140  
people were  
involved!**

# FUNDING



- Funding through Federal Highway Administration's (FHWA) Byway Program
- Funding matched with local funds from:
  - Southern Windsor County Regional Planning Commission (SWCRPC)
  - Upper Valley – Lake Sunapee Regional Planning Commission (UVLSRPC)
  - Two Rivers – Ottauquechee Regional Commission (TRORC)
- Unpaid assistance from many volunteers was vital

Newsletter of Connecticut River Byway





100 Historic Sites

Covered Bridges

Railroads



## The Connecticut River Byway

### Travel with us along New England's Great River

The Connecticut River is the natural bridge that unites New Hampshire and Vermont for over half of the waterway's 410-mile journey from the Canadian border to the Atlantic Ocean. This great river rises in a little pond known as Fourth Connecticut Lake on the Canadian border, and there begins as a mere trickle. It proceeds through a series of lakes in a dense, spruce fir forest with moose and other woodland creatures. The history of New England's longest and most powerful river reaches back into time. It is the story of clashing continental plates and glacial ice, the story of Abenaki living lightly on the land, and the story of colonial settlement in villages among fields and forests whose architectural distinction still dominates the valley today.

#### Welcome

Byway Council

News,  
Publications  
and Links

#### Calendar

#### Travel the Byway

Brattleboro  
Region

Bellows Falls  
Region

Windsor /  
Claremont

# Interactive map – accessible from [ctriverbyway.org](http://ctriverbyway.org)

Travel the Connecticut River B...



## Connecticut River Byway Travel Guide

### Brattleboro Itinerary

[Click here for the Itinerary website](#)

The site of a military outpost built in 1724, Brattleboro is the Byway's most southerly Waypoint and now one of its largest urban centers. Its cosmopolitan atmosphere was established in the 19th century by a mineral springs resort that attracted travelers to a promised "water cure" and continues today thanks to the School for International Training, whose students and teachers come from many countries. A vibrant downtown that celebrates the performing and visual arts is focused along a Main Street that follows the curve of the adjacent Connecticut River.



The map displays the Connecticut River Byway with four driving itineraries: Section A (blue), Section B (purple), Section C (green), and Section D (orange). A popup window titled "1 - Downtown Brattleboro Historic District" provides details about the historic district, including its location on Route 5 and a photograph of a historic building. A legend on the right side of the map identifies symbols for 100 Historic Attractions (blue square), Waypoint/Welcome Center (red target), and the four driving itineraries. The map also shows various towns along the river, including West Brattleboro, Brattleboro, Minorsdale, Vernon, Ashuelot, and Winchester.

- Variety of online mapping options considered – cartodb, googlemaps, ArcGIS online (ESRI)
- Pros and Cons for all. Hard to keep up with technology “upgrades” even over 2 years!



# BROCHURE DISTRIBUTION



- 10 Byway Waypoint Welcome Centers
  - Brattleboro, VT
  - Bellows Falls, VT
  - Claremont, NH
  - Windsor, VT
  - White River Junction, VT
  - Haverhill, NH
  - Wells River, VT
  - St Johnsbury, VT
  - Lancaster, NH
  - Colebrook, NH
- Vermont Visitor Centers
  - Randolph, Bradford, Guilford, Hartford and White River Junction
- And many other places including:
  - Historical Societies
  - Town Halls
  - Chambers of Commerce

**NO ONE-STOP SHOP!**

# THINGS TO CELEBRATE



- All the connections with people along the Byway
- Hearing all the stories about how people live and travel around the Byway
- Vibrant and diverse history of the Byway communities
- Funding for a unique project



*Some participants from the most northern meeting in Colebrook NH.*

# CHALLENGES



*A little gem near Littleton NH*

- Keeping up-to-date as contacts changed at organizations
- Completing a tourism-related project without a tourism background
- Scope of project limited by original grant application (eg no web application)
- Long time to develop (2009 - 2015)
- Many miles, 2 states, many communities, many people... and many opinions!

# QUESTIONS?



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*Indoor display at Wells River Waypoint Welcome Center.  
Display created for a previous project of the  
Connecticut River Byway Council*