



THE ROAD AHEAD PARTNERSHIP

2018 2nd Quarter Update Report & Next Steps

**Prepared by Mr. Bill Thomas
Chairman, Rt. 66 Road Ahead Partnership
July 24, 2018**

Overview

The first six months of 2018 have seen a number of positive things happening for Route 66.

Steady progress is being made on legislation to designate Rt. 66 a National Historic Trail and to establish a national Rt. 66 100th Anniversary Commission. A cross-country caravan to educate folks about the National Historic Trail initiative is underway as I write this report. Work continues on the development of a GPS-based Rt. 66 navigation app that will now – thanks to a recently signed MOU with the American Indian Alaska Native Tourism Association – include a Rt. 66 Tribal Itinerary. Next month at the 2nd annual Route 66 European Festival, an “International Rt. 66 Traveler’s Survey” will ask our international friends to tell us their needs and challenges when traveling Route 66– so we can do a better job welcoming to the Mother Road. A Vintage Motel Task Force has also been established to address the challenges faced by owner/operators of these important elements of the Route 66 experience. All that, and more... as noted in the Update Report that follows.

This 2018 2nd Quarter Update Report presents details regarding the status of goals being pursued by our several Working Groups, along with updates from our organization’s Financial Sustainment Task Force, our Advisory Groups, the newly formed Vintage Motel Task Force, and our National Historic Trail Task Force.

We believe it is important to let everyone know what the Road Ahead is doing. As you read this report, we hope you gain a better sense of what the Rt. 66 Road Ahead Partnership is and what we are working to achieve.

We welcome and encourage feedback and questions regarding the Rt. 66 Road Ahead Partnership in general, and this 2018 2nd Quarter Update Report in particular. Please feel free to forward your thoughts, questions, ideas, and suggestions to: rt66theroadahead@gmail.com.

Finally, as you read this 2018 2nd Quarter Update Report, we hope you are motivated to be even more involved in the work that awaits us on the road ahead.

Onward and upward...

Bill Thomas, Chairman
Rt. 66 Road Ahead Partnership

**Report on Work Undertaken on the Goals of the Rt. 66 Road Ahead Partnership
During April, May, and June of 2018, along with Next Steps Planned for the remainder of 2018**

The goals of our organization are designed to achieve a set of desired outcomes, which in turn, are based on our mission.

The mission of the Rt. 66 Road Ahead Partnership is:

To revitalize and sustain Route 66 as a national icon and international destination, for the benefit of all Route 66 communities, travelers, and businesses/attractions, through collaborative partnerships focused on promotion, preservation, research/education, and economic development.

Following is a list of the outcomes we are working to achieve, along with the goals designed to help us achieve those outcomes. Presented below is an update on the status of each goal as of the end of the 2018 2nd Quarter, along with next steps for 2018. You'll note that the current update from the 2nd QTR 2018 is highlighted in BLUE text. The 4th QTR 2017 Update is also included for reference. No 2018 1st QTR Update Report was released. Rather, a report on the February 2018 Annual Board of Directors meeting in Tulsa was written and distributed.

Outcome 1 – Increased Collaboration: We want to improve communication and participation among and between sectors (tourism, preservation, associations, transportation, economic and community development) to leverage their work for the benefit of the entire road.

BOARD OF DIRECTORS - EXECUTIVE COMMITTEE & CHAIRMAN’S REPORT

GOAL	2018 STATUS	NEXT STEPS FOR 2018
<p>Goal 1.1 – Establish one professionally – led, representative body with a board initially appointed by the Route 66: The Road Ahead Initiative Steering Committee, to deliver on strategic outcomes/goals, convene meetings, act as a central resource, and represent the whole road.</p>	<p>6/30/18 Update Report: The Rt. 66 Road Ahead Partnership held its Annual Board of Director’s meeting in Tulsa, Oklahoma in February. This face-to-face gathering provided an opportunity for Board members to review the status of the outcomes/goals of the organization, renew their relationships, and plan for the coming year. In addition, the organization began a new activity which will be held annually – a Rt. 66 Stakeholders Reception/Update, designed as a time for any and all Rt. 66 business owners, municipal and government officials, attraction owners, and the general public to meet with the Road Ahead’s Board of Directors for an update and discussion regarding the ongoing work of the Road Ahead Partnership. Minutes of the February Board of Directors meeting are available on the Road Ahead website [www.route66roadahead.org].</p> <p>1/22/18 Update Report: The Rt. 66 Road Ahead Partnership Executive Committee [consisting of the Chairs of the organization’s five Working Groups and the Chairman of the Board of Directors] met via teleconference on 11/16/17 to discuss the 2017-2018 fiscal year budget. Per Road Ahead bylaws, the Executive Committee is responsible for setting the budget to support the day-to-day administration and overhead costs of the organization. It is also responsible for making recommendations to the full Board of Directors for strategic uses of any excess revenue after expenses. The full Board makes final decisions regarding strategic expenses. At its 11/16/17 meeting, the Executive Committee finalized administrative expenses for the 2017-2018 fiscal year and discussed preliminary recommendations for the expenditure of funds to achieve strategic goals/outcomes.</p> <p>Hotel and meeting space were secured for the Board of Directors Annual Meeting and for the first Annual Stakeholders Reception and Update event, to be held in Tulsa, OK February 15-17, 2018. A draft Agenda for the Board meeting was prepared and schedule arranged for the Stakeholders Reception.</p>	<p>Conduct a Board of Director’s teleconference meeting during 3rd Quarter 2018 to discuss/monitor the organization’s goals/outcomes.</p>

Outcome 1 – Increased Collaboration: We want to improve communication and participation among and between sectors (tourism, preservation, associations, transportation, economic and community development) to leverage their work for the benefit of the entire road.

STATE ASSOCIATIONS ADVOCACY WORKING GROUP UPDATE

GOAL	2018 STATUS	NEXT STEPS FOR 2018
<p>Goal 1.2 – Assist with efforts to designate Rt. 66 a National Historic Trail – specifically the cross-country Preserve Rt. 66 caravan.</p>	<p>6/30/18 Update Report: - The State Associations Working Group provided dates/locations of major events happening during the month of July that they think would attract a large number of people and, therefore, be a good caravan stop during July. The Working Group also provided names/locations of spots along Rt. 66 that would be a place that, with some advance publicity, a lot of people could be motivated to show up to a caravan stop in July. The Caravan is currently traveling Route 66 and the State Associations are doing their part to make sure each stop has a good turnout of local citizens and media. In addition, since the work of the National Trust for Historic Preservation on behalf of Rt. 66 will continue past July, the Working Group also identified major events happening over the summer - outside of July - that will attract a large number of people and, therefore assist the National Trust.</p> <p>1/22/18 Update Report: Members of the State Associations Working Group continued to reach out to potential co-sponsors for H.R. 801 [National Historic Trail legislation] and H.R. [Rt. 66 100th Anniversary Commission legislation]. As of the end of 2017, H.R. 801 has 20 co-sponsors and H.R. 66 has 19. Both pieces of legislation now have co-sponsors from each of the eight states through which Rt. 66 runs.</p>	
<p>Goal 1.3 – Propose hiring a Rt. 66 person to attend both domestic & international tourism conferences/conventions/shows to promote ONLY Route 66.</p>	<p>6/30/18 Update Report: Dora was ask to report back to Bill Kelley that the State Association working group was requesting a paid Route 66 person who will promote only Route 66, and do it as a whole. With no connection to any other State agency spending.</p>	<p>Continue to work on achieving this goal.</p>
<p>Goal 1.4 – Develop a list of businesses along Route 66 and add it to the Road Ahead website.</p>	<p>6/30/18 Update Report: These is being done by most State Associations on the state website. Some individual shop owners are also looking into it. Getting and keeping the information updated are the challenges.</p>	<p>Encourage our State businesses to get their information to the individuals if they decide to proceed.</p>

<p>Goal 1.5 – Make the Road Ahead progress/information more available for all Roadies</p>	<p>6/30/18 Update Report: It was voted on and passed at the 2018 Tulsa Board that a company be hired for 6 months that would be responsible of getting all the Road Ahead Updates & Communications out to the State Associations and on the Road Ahead websites and Facebook pages and other outlets that are appropriate for the release of information. The Road Ahead hired a new communications specialist to help ensure more Rt. 66 Stakeholders are aware of what the Road Ahead is and what it is working to achieve. The new hire began work on 5/1/18. Since then, press releases have been written and distributed regarding: the new Vintage Motel Task Force, HR801 updates, HR66 updates, Rt. 66 being included on the National Trust’s 11-Most Endangered List, the Preserve Route 66 Cross-country Caravan, the designation of Rt. 66 as a National Treasure, and creation of the International Traveler’s Survey. In addition, news articles have been forwarded to the several state-based Rt. 66 Associations, focusing on these and other stories. Posts on the Road Ahead Facebook page have been regularized, including: 7 posts from May 15-31, 8 posts from June 1-30, 25 posts from July 1-17, as well as posts to state-based association Facebook pages. Since the beginning of May, Road Ahead Facebook likes have increased from 365 to 408 and the number of Facebook followers has increased from 361 to 419.</p> <p>10/10/17 Update Report: The State Associations Advocacy Working Group discussed the development of the Route 66: The Road Ahead Partnership, and how to increase and improve communication about the partnership to the public. Numerous strategies were discussed; including ways the Associations can best help disseminate information. The strategies were also shared with the Chair of the Road Ahead for consideration. Based on input from this Working Group, the organization’s Chairman secured bids from three different sources to carry out specific tasks designed to increase the probability of Rt. 66 Stakeholders learning what the Rt. 66 Road Ahead Partnership is, what it is working on, and what it is accomplishing. The Executive Committee included in its budget recommendations to the Board of Directors, funds to support hiring one of these sources to do communications work on behalf of the Road Ahead. If this budget recommendation is included in the budget adopted by the Board at its Annual Meeting, this communications work will begin 4/1/18.</p>	<p>Administer work being done to increase communication with Rt. 66 Stakeholders.</p>
<p>Goal 1.6 – Encourage a Roadie/Stakeholder group that is concerned about the actions of the Road Ahead and would like a voice and ear to what is happening. That group would select a "Roadie/ Stakeholder" representative to be part of the State Association Advocacy Working Group.</p>	<p>6/30/18 Update Report: Dean Kennedy formed the Facebook group: Route 66 Road Ahead Partnership: Roadies & Stakeholders. Dean will be the group rep. to our State Association Advocacy Working Group teleconferences and meetings.</p>	

Outcome 2 – Effective Promotion: We want to promote the road and increase the number of visitors, both domestic and international, coming to Route 66, with the specific aim of increasing their length of stay and the amount of money they spend along Route 66.

GOAL	2018 STATUS	NEXT STEPS FOR 2018
<p>Goal 2.1 – Establish a Promotion Working Group to collaboratively market, both domestically and internationally, all of Route 66.</p>	<p>6/30/18 Update Report: Rep. Tim Butler’s bill to establish an Illinois Rt. 66 100th Anniversary Commission has now passed the full Illinois General Assembly and awaits signature by Governor Rauner. Similar legislation, introduced by Rep. Lyndall Fraker, passed the Missouri legislature and was signed by then governor, Eric Greitens. At the same time, HR66, a bill introduced by Congressman Rodney Davis of Illinois has passed the House of Representatives and is now headed to the Senate.</p> <p>1/22/18 Update Report: The Promotion Working Group reports that legislation introduced in the Illinois General Assembly to create a Rt. 66 100th Anniversary Commission should be pass during that bodies Fall 2018 Veto Session. This Working also reports that legislation has been introduced in the Missouri House by Rep. Lyndall Franks to create a Missouri Rt. 66 100th Anniversary Commission. IL Representative Tim Butler, sponsors of the Illinois Rt. 66 100th Anniversary Commission legislation has volunteered to assist any other Rt. 66 states interested in the bill he drafted and/or the process he used to move it forward.</p>	<p>Establish state-level Rt. 66 100th Anniversary Commissions in each state through which Rt. 66 runs.</p>
<p>Goal 2.2 – Develop a comprehensive marketing and communications strategy to promote the road that leverages social media, and provides a cohesive website and a clearinghouse for information.</p>	<p>6/30/18 Update Report: A new communications specialist was hired by the Road Ahead and began working to help improve communications with Rt. 66 stakeholders as of May 1, 2018. Jim Hinckley, well-known Rt. 66 author from Arizona, continues to also help post news and announcements on the Road Ahead’s FaceBook page.</p> <p>1/22/18 Update Report: The Promotion Working Group helped identify and secure bids from three sources designed to help the Road Ahead organization improve communications with Rt. 66 Stakeholders. The Promotion Working Group continued to work with Jim Hinckley who helps post news and announcements on the Road Ahead’s FaceBook page.</p>	<p>Establish working relationships with communications contacts in each of the state-based Rt. 66 associations in order to improve and broaden the communications efforts of the Road Ahead.</p>
<p>Goal 2.3 – Educate the public, tour operators, communities, entrepreneurs, governments, & the next generation about the history, cultural importance, economic value, attractions, and business opportunities along Route 66.</p>	<p>6/30/18 Update Report: The Promotion Working Group continued to work with the Arts Technology Program at Illinois State University to design and develop a GPS-based Rt. 66 Navigation app. An MOU was signed with the American Indian Alaska Native Tourism Association [AIANTA] that will – amongst other things – result in a Rt. 66 Tribal Itinerary being developed for inclusion in the Rt. 66 navigation app.</p> <p>1/22/18 Update Report: The Promotion Working Group continued to move two projects forward, each of which is designed to attract more visitors to Rt. 66: <u>Rt. 66 Navigation App Project</u> – The Promotion Working Group met with faculty and students in the Arts Technology Program at Illinois State University during 4th QTR 2017 to receive updates on the development of the Rt. 66 Navigation App. The prototype design for the app was completed during 4th QTR and demonstrated to the Promotion Working Group.</p>	<p>Continue to work with the ISU Arts Technology Program to refine and advance development of the navigation app, including inclusion of the Tribal itinerary.</p>

Outcome 3 – Purposeful Preservation: We want to purposefully preserve the historic resources (i.e. buildings, structures, sites, districts, objects, and landscapes), traditions, and experiences that give Route 66 its idiosyncratic character.

GOAL	2018 STATUS	NEXT STEPS FOR 2018
<p>Goal 3.1 – Establish a Preservation Working Group to collaboratively share best practices and ideas between such groups as State Historic Preservation Offices (SHPO) and Departments of Transportation, focused on the preservation of Route 66 related bridges, buildings, structures, districts, sites, objects, and landscapes.</p>	<p>6/30/18 Update Report: A draft job description/duty statement is in preparation for the proposed Road Ahead Partnership (RAP) point of contact regarding Section 106 consultations and reviews. The draft will be reviewed by the WG and finalized.</p> <p>The Preservation Working Group is coordinating with the National Park Service/Route 66 Corridor Preservation Program on a list of previous projects involving Section 106 consultations.</p> <p>1/22/18 Update Report: The Preservation Working Group has set a goal of obtaining input from the National Park Service/Route 66 Corridor Preservation Program on its participation regarding Section 106 consultations and reviews. It will then prepare a job description/duty statement for the proposed Road Ahead point of contact regarding Section 106 consultations and reviews. No progress was made on these items during 4th QTR 2017, however.</p>	<p>Submit job description & duty statement to the RAP Executive Director.</p> <p>Continue coordination with NPS on a list of previous Section 106 consultations.</p>
<p>Goal 3.2 – Share info with Rt 66 stakeholders about the meaning & benefits of preservation and the tools, techniques, and incentives for appropriate preservation outcomes.</p>	<p>6/30/18 Update Report: A draft Fact Sheet on the Section 106 process is in preparation. The draft will be reviewed by the Preservation Working Group and finalized.</p> <p>1/22/17 Update Report: No update to present on Goal 3.2.</p>	<p>Submit Fact Sheet on the Section 106 process to the RAP Ex. Director. Prepare a “Quick Reference Guide” on the economic incentives of historic preservation.</p>
<p>Goal 3.3 – Share information with the Board of Directors about Section 106 and the preservation of historic properties.</p>	<p>6/30/18 Update Report: A draft Reference Guide for the Board of Directors on Section 106 topics is in preparation. The draft will be reviewed by the Preservation Working Group and finalized.</p> <p>1/22/17 Update Report: Goal 3.3 is a newly identified goal, so there is no update to present at this time.</p>	<p>Submit Reference Guide to the RAP Executive Director.</p>

Outcome 4 – Increased Economic Vitality: We want to act as a catalyst for community and economic development by helping sustain and strengthen existing Route 66 businesses and attractions, and by helping new ones develop.

GOAL	2018 STATUS	NEXT STEPS FOR 2018
<p>Goal 4.1 – Develop a local economic development toolkit to be used by local officials and tourism agencies to take greater advantage of Route 66 assets within their area.</p>	<p>6/30/18 Update Report: Specific tools and case studies are being explored by various members of the sub-committee.</p> <p>1/22/18 Update Report: No update to report. This goal is currently on hold.</p>	<p>Submit application for subject of UIC capstone course for future semester.</p> <p>Award grants to communities to develop case studies</p>
<p>Goal 4.2 – Create a central resource/information website for Rt 66 travelers, to serve as a central hub for travel information resources for Rt. 66 attractions & assets.</p>	<p>6/30/18 Update Report: Goal on hold.</p> <p>1/22/18 Update Report: No update to report. This goal is currently on hold.</p>	<p>Compile inventory of sites & resources. Explore opportunities for domains & smartphone, tablet applications. Investigate whether an existing site would be best suited to host such a resource.</p>
<p>Goal 4.3 Reach out to State agencies conducting traveler/visitor surveys and coordinate deeper-dive questions surrounding Route 66 and heritage travel.</p>	<p>6/30/18 Update Report: Goal on hold.</p> <p>1/22/18 Update Report: The effort by Dr. Listokin, Rutgers University, to secure assistance from offices of tourism in the several states through which Rt. 66 runs, to include Rt. 66-specific questions in tourist/traveler surveys they conduct, was not successful. The Economic Development Working Group will work to develop and deploy survey questions within Illinois</p>	<p>Inventory existing survey efforts and sponsoring agencies. Create a series of questions to be integrated into various surveys.</p>
<p>Goal 4.4 – Create an econ dev focused conference for local officials & businesses to attend, at which best practices & successful case studies are shared with decision makers.</p>	<p>6/30/18 Update Report: Goal on hold.</p> <p>1/22/18 Update Report: Potential funding may be available through corporate donations secured by the Road Ahead Partnership and some potentially available from NPS to support a conference.</p>	
<p>Goal 4.5 – Seek support for creation of reports/studies.</p>	<p>6/30/18 Update Report: City of Pontiac, IL has begun aggregating data. Annual budget now includes funding for case studies/reports.</p> <p>1/22/18 Update Report: City of Pontiac looking into doing an analysis of its own and would provide information to committee.</p>	<p>Research grants</p> <p>Identify a research facility partner in each state. (The University of New Mexico is a good example of an existing research/Route 66 relationships.)</p>

Outcome 5 – Quality Research and Education: We want to ensure that the history and stories associated with Route 66 are both accurate and accessible to the public, to researchers, and to educational institutions in order to enhance and encourage greater connection to, and understanding of, the Mother Road.

GOAL	2018 STATUS	NEXT STEPS FOR 2018
<p>Goal 5.1 – Establish a national Research/Education Working Group to collaboratively support professional and amateur educators and researchers in their efforts to inspire and renew public understanding of Route 66.</p>	<p>6/30/18 Update Report: This goal has been completed, as the Working Group has been established and members recruited. We have extended an invitation to Gretchen McAllister, a teacher working with NAU’s library on a Route 66 class and associated webpage created by students. Despite continuing difficulties arranging teleconferences everyone can attend with so many on summer vacation, we have recently conducted a moderately successful teleconference in June to discuss further ideas for educator toolkits.</p> <p>1/22/18 Update Report: This goal has been completed, as the Working Group has been established and members recruited. The group is still seeking more elementary level educators interested in Route 66 for representation. In addition, members have been requested to seek out other educators who might assist individually and to located educational materials. We continue to have issue having members respond in a timely fashion to teleconference and have not yet been able to have a successful Skype meeting due to technical difficulties, have recently conducted a successful teleconference mid-January to discuss further ideas for educator toolkits.</p>	<p>No Next Steps Identified</p>
<p>Goal 5.2 – Assist educational institutions at all levels in presenting Route 66 research to students, travelers, tourists, and the general public.</p>	<p>6/30/18 Update Report: The Working Group reached out to state and international associations to identify educators teaching on Route 66, and has collected numerous syllabi to add to a growing clearinghouse of material for educators interested in teaching about Rt. 66. Our goal continues to be to design and construct two “toolkits” on education and research on Route 66. Members have been informed of this topic and asked to think about core elements for these toolkits. Based on discussions with members, we have split this into two class types, one for secondary school modules, intended to be plugged into existing curriculum requirements, and more of a packet of information and where to find more on specific topics that higher education instructors can use to base their own classes on Route 66. Dr. Dunaway continues to supervise a dissertation with Donatella Davanzo at the University of New Mexico concerning Route 66 architecture in New Mexico.</p> <p>1/22/18 Update Report: The Working Group has reached out to state and international associations to identify educators teaching on Route 66, and has collected numerous syllabi to add to a growing clearinghouse of material for educators interested in teaching about Rt. 66.</p>	<p>No Next Steps Identified</p>

	<p>Our goal for our next teleconference meeting in late January 2018 will be to continue to design and construct two “toolkits” on education and research on Route 66. Members have been informed of this topic and asked to think about core elements for these toolkits. We are currently researching the most effect types of toolkits that were previously created for historic preservation purpose. Dr. Dunaway continues to supervise a dissertation with Donatella Davanzo at the University of New Mexico concerning Route 66 architecture in New Mexico.</p>	
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<p>Goal 5.3 – Support the research and preparation of comprehensive and accurate Route 66 information and its distribution in multiple forms, including: netcasting, broadcasting, print, social media, and curriculum.</p>	<p>6/30/18 Update Report: The Working Group will respond to requests for information as will the Route 66 Oral History office concerning the resources we have, and will be making available for wider use the toolkits we are currently working on once completed.</p> <p>1/22/18 Update Report: The Working Group will respond to requests for information, but we do not yet have enough educational material to assist people wanting help with Route 66 syllabi. However, this group and the Route 66 Oral History office is prepared to answer concerning the resources we do have</p>	<p>No Next Steps Identified</p>
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Financial Sustainment Task Force Report		
GOAL	2018 STATUS	NEXT STEPS FOR 2018
<p>Goal 1 – Establish a Financial Sustainment Task Force charged with devising and implementing plans to ensure The Route 66: The Road Ahead Initiative is financially able to carry out its work.</p>	<p>6/30/18 Update Report: It was announced at the February Board of Directors meeting that State Farm Insurance Company is the Road Ahead’s first Corporate partner. It will donate \$50,000 per year for three years [2017, 2018, 2019]. In addition, State Farm agreed to be the “presenting sponsor” of the Rt. 66 cross-country caravan designed to educate people about efforts to designate Rt. 66 a National Historic Trail.</p> <p>Work continues with the Arts Technology Program at Illinois State University to identify ways to develop revenue stream potential via the GPS-based Rt. 66 navigation app.</p> <p>In order to move forward with the Rt. 66 Charity Charge credit card program, a minimum of 10 active cardholders needed to be recruited. As of the end of June this goal was accomplished.</p> <p>A line of communication has been opened with the Senior Marketing Manager for North America for the Royal Enfield Motorcycle Company, one of the world’s oldest cycle manufacturers. Talks are under way to identify possible sponsorship opportunities for Royal Enfield with the Road Ahead.</p>	<p>Work with the Arts Technology Program at ISU to develop, specifically, the revenue stream potential of the Rt. 66 navigation app.</p> <p>Launch the Rt. 66 Charity Charge credit card program to the public.</p> <p>Secure a corporate sponsorship from Royal Enfield.</p>

	<p>1/22/18 Update Report: The Financial Sustainment Task Force was not able to convince State Farm to underwrite the PBS series “Travels With Darley”, which would have generated a 2% donation for the Road Ahead from the sponsorship package because it was responsible for bringing State Farm and “Travels with Darley” together.</p> <p>The Road Ahead was, however, able to secure a commitment from State Farm to provide funding to the Road Ahead during its 2017-2018, 2018-2019, and 2019-2020 fiscal years. Specific information regarding the size of this donation and other details will be released during 1st QTR 2018.</p> <p>The Financial Sustainment Task Force continued its work with the Arts Technology Program at Illinois State University to develop a GIS-based navigational app, designed to address the problem of inadequate road signage along Rt. 66. The design of the app includes potential revenue streams for the Road Ahead.</p> <p>The Financial Sustainment Task Force determined it was not possible – due to funding constraints – to continue working on the VR/Augmented Reality project with Breda University, nor on the Business Case development project.</p>	
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National Historic Trail Designation Task Force Report

GOAL	2018 STATUS	NEXT STEPS FOR 2018
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<p>Goal 1 – Establish a National Historic Trail Designation Task Force to secure Federal designation of Route 66 as a National Historic Trail.</p>	<p>6/30/18 Update Report: Considerable progress has been made towards the goal of designating Rt. 66 a National Historic Trail, as noted in the updates regarding the following subgoals:</p> <p><u>1.1 - Educate key groups/individuals in the Rt. 66 states:</u></p> <p>The FAQ information sheet about Route 66 and National Historic Trails was updated to reflect changes in the status of legislation.</p> <p>Social media posts about the Road Ahead and National Trust efforts have been monitored, and comments made, when appropriate, to ensure accurate information is available. There have been a number of posts, especially on Facebook pages for Route 66 World, Friends of Route 66, and Route 66 News to which responses designed to educate/inform/clarify issues have been made.</p>	<p>Ensure HR801 is passed in the Senate and signed and its by the President by or before 12/31/18</p>
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1.2 Solicit and collect tangible evidence of support for NHT status for Rt. 66 from key groups in each Rt. 66 state

A conference call was held on April 27 with members of the National Historic Trail task force to discuss the status of legislation and the need to get additional letters of support. Additionally, another teleconference was held on June 1 with a group of "State Team Leaders" who have agreed to create teams in their respective state, focused on the task of getting letters/resolutions of support from cities, businesses, CVBs, attractions, Chambers of Commerce, historic preservation organizations, etc. for designating Rt. 66 a National Historic Trail. Revised drafts of sample letters of support and resolutions were provided. The group was given an update on National Trust actions

1.3 Apply for National Treasure designation to secure assistance from the National Trust for Historic Preservation in seeking National Historic Trail designation.

In early April, Bill Thomas and Amy Webb coordinated on a draft nomination to place Route 66 on the National Trust for Historic Preservation's 11 Most Endangered Historic Places. On June 26, the Trust announced that it had placed Route 66 on the list. Along with the listing, the Trust opened access to an online petition to support the designation of Route 66 as a National Historic Trail.

On June 14, task force chair John Conoboy assisted with training for the National Trust staff involved in the Route 66 cross-country caravan, scheduled to begin July 2. On June 27, we were notified that the contract between the National Trust and State Farm had been finalized and the Route 66 cross-country caravan trip by the Trust would be officially announced, then begin on July 2, along with an announcement that Route 66 had been identified by the Trust as a National Treasure. This achievement was spearheaded by Amy Webb, who has been the liaison between the Trust and the Road Ahead Partnership.

1.4 Introduce a bill in Congress to designate Route 66 a National Historic Trail and support the bill in Congress to establish a national Rt. 66 100th Anniversary Commission.

On June 5, H.R. 801 was unanimously approved in the House of Representatives. The bill now moves to the Senate. Pam Bowman from the National Trust will be visiting the offices of key Senators to help coordinate the bill's movement through that side of Congress. Contact continues, as well, with Congressman LaHood's staff to discuss strategies for moving the bill ahead in the Senate. The current goal is to get the Senate to consider and pass HR801 or a Senate bill that is identical in language to HR801. In addition, the House also passed HR66, the bill to establish a national Rt. 66 100th Anniversary Commission. That bill has also now moved to the Senate.

	<p>1/22/18 Update Report: During 4th quarter, the NHT Task Force held a teleconference on October 4, to discuss continued efforts to gain more cosponsors for H.R.801 in the House of Representatives. Two representatives in Missouri, Rep. Bill Long (R-MO-7) and Rep. Blaine Leukemeyer (R-MO-3) have now signed on as cosponsors. In addition to the bill sponsor Darin LaHood (R-IL-18), there are 20 cosponsors (9 Republican and 11 Democrats) representing all 8 Route 66 states and Oregon.</p> <p>A hearing was held for H.R.801 before the House Natural Resources Subcommittee on Federal Lands on November 15, 2017. Road Ahead Chairman Bill Thomas testified in favor of the bill. Sue Masica, acting Deputy Director of the National Park Service testified on behalf of the NPS and the Department of the Interior. She stated that the Department supports H.R. 801. Representatives Darin LaHood and Grace Napolitano (D-CA-32) bill cosponsors and subcommittee members both spoke in favor of the bill. There were several questions from committee members for Bill Thomas that allowed him to clarify how National Historic Trail designation would benefit Route 66. The committee has not done mark-up on the bill, but this is anticipated to happen in January. Mark-up involves any amendments/changes to the bill, after which the committee will vote on the bill, and, hopefully, send it to the full House.</p> <p>On December 19, 2017, The Williams, Arizona city council passed a resolution (Resolution 1357) to oppose the designation of Route 66 as a National Historic Trail. This was brought to our attention by Ron Warnick via his Rt. 66 News online blog. The city council and other city officials appear to be under the false impression that trail designation means the National Park Service is "taking over" Route 66. Bill Thomas has sent a letter to the city council and mayor explaining that they are mistaken about the implications of trail designation. Ron Warnick has written about the city's action and the Road Ahead Partnership's response on his website, www.route66news.com.</p>	
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Vintage Motel Task Force Report

GOAL	2018 STATUS	NEXT STEPS FOR 2018
<p>Goal 1 – Establish a Vintage Motel Task Force to identify the needs and challenges of owners - operators of Rt. 66 motels.</p>	<p>6/30/18 Update Report: In early April, the Road Ahead began recruiting owner/operators of vintage motels along Rt. 66, inviting them to join a Vintage Motel Task Force. As of the beginning of July, the following have joined this group:</p> <p>Debye Harvey – Owner/operator of the Boots Court Motel in Carthage, Missouri Miike and Debbie Pogue – Owners/operators of the Sunset Motel in Moriarity, New Mexico Larry Smith - Owner/operator of the Motel Safari in Tucumcari, New Mexico Edgar Boles - Retired City Planner/Historic Preservation Officer, City of Albuquerque Jeff Fulgenzi – Chairman, Road Ahead Economic Development Working Group David Bricker, Chairman, Road Ahead Preservation Working Group Eric von Starck - Principal-Panetiere Marketing Advisors Kaisa Barthuli – NPS Rt. 66 Corridor Preservation Program</p>	<p>Formalize VMTF purpose and goals, then initiate actions to address goals.</p>

	<p>Bill Thomas, Chairman, Road Ahead Partnership</p> <p>The VMTF is now working to identify specific needs/challenges of vintage motel owner/operators in order to formulate goals for the group.</p>	
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International Advisory Group Report		
GOAL	2018 STATUS	NEXT STEPS FOR 2018
<p>Goal 1 – Establish an International Advisory Group to help ensure active collaboration with as many Route 66 stakeholders as possible.</p>	<p>6/30/18 Update Report: A draft “International Traveler’s Survey” was completed during 2nd Quarter 2018. The Survey will be tested at the Route 66 European Festival taking place August 10-12, 2018, at Zlin in the Czech Republic. Following this pilot project, the survey will be launched online internationally, so visitors from around the globe can share their opinions. The survey will be conducted through the end of 2018, with results gathered, analyzed, and reported approximately a year from now.</p> <p>1/22/18 Update Report: A draft online survey, designed to gather input from international travelers of Rt. 66, was created during 4th ATR 2017. A funding request has been included in the strategic expenditures recommended by the Road Ahead Executive Committee to underwrite the cost of an online survey tool that would translate the international survey. No additional steps were taken to assist with communications efforts to promote the 2018 International Rt. 66 Tour.</p>	<p>Launch International Traveler’s Survey then begin collecting data.</p>

Tribal Advisory Group Report		
GOAL	2018 STATUS	NEXT STEPS FOR 2018
<p>Goal 1 – Establish an American Indian Tribal Advisory Group to ensure active collaboration with as many Route 66 stakeholders as possible.</p>	<p>6/30/18 Update Report: The American Indian Alaska Native Tourism Association [AIANTA] and the Route 66 Road Ahead Partnership share common interests in promoting public education, awareness and heritage tourism regarding the Route 66 Corridor that passes through the Tribal areas in the eight states through which Route 66 runs.</p> <p>The organizations formalized their mutual interests during the 2nd Quarter by signing a Memorandum of Understanding designed to:</p> <ul style="list-style-type: none"> • Acknowledge that Route 66 potentially affects approximately 44 Tribal nations • Support authentic, first-voice interpretation and representation of Tribal people in information and programming produced for the public • Enhance visitor experiences on Rt. 66 through the development of Rt. 66-based travel itineraries 	<p>Finalize a Rt. 66 Tribal Itinerary for inclusion in the Rt. 66 navigation app</p>

	<ul style="list-style-type: none"> • Collectively advance the domestic and international traveling public’s awareness of Route 66 as applicable to Tribal interests and encourage the use of these travel and tourism opportunities in environmentally and culturally sensitive ways that produce long-term economic, educational, and recreational benefits, especially as they benefit affected Tribal nations • Support collaboration between AIANTA, the Road Ahead Partnership, affected tribes, local/state/federal agencies, and/or other entities with interests in Route 66 	
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Conclusion

The Rt. 66 Road Ahead Partnership continues to focus on national, “whole-road” issues the organization was originally founded to address. As noted above, good progress has been made through the 2nd quarter of 2018 on meeting the organization’s desired outcomes and goals. Some areas continue to move forward at a slower pace than others, but overall it has been an exciting 2018 thus far for the Road Ahead Partnership.

We have successfully established our new organization – and we have *planned our work*. Now comes the challenging task of *working our plan*. This is not easy and it will be a long journey, but traveling it together will bring us to the destination we seek on the road ahead.

Onward and upward... Bill Thomas, Chairman - Rt. 66 Road Ahead Partnership