



THE ROAD AHEAD PARTNERSHIP

2018 3rd Quarter Update Report & Next Steps

**Prepared by Mr. Bill Thomas
Chairman, Rt. 66 Road Ahead Partnership
October 12, 2018**

Overview

2018 seems to have sped by. And now with the 3rd Quarter ended, we are headed into the home stretch of what has been a good and busy year for Rt. 66.

The Congressional bills to designate Rt. 66 a National Historic Trail [HR801] and to establish a national Rt. 66 100th Anniversary Commission [HR66] continue to progress. The cross-country caravan designed to educate folks about the National Historic Trail initiative was a great success, producing – to date - over 60,000 signatures on the petition to support HR801. Work continues on the development of a GPS-based Rt. 66 navigation app, with completion slated for next spring. The 2nd annual Route 66 European Festival provided an opportunity to test our “International Rt. 66 Traveler’s Survey”. Members of our Vintage Motel Task Force will meet in mid-October to work on their goals, and a new “Rt. 66 Green Book Task Force” has been established to focus attention on the African-American experience on Rt. 66. All that, and more, is noted in the Update Report that follows.

This 2018 3rd 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 Rt. 66 Vintage Motel Task Force, the Rt. 66 Green Book 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 3rd 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 3rd 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 July, August, and September 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 3rd Quarter, along with next steps for 2018. You'll note that the current update from the 3rd QTR 2018 is highlighted in BLUE text, while past updates are in black text.

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>9/30/18 Update Report: The Rt. 66 Road Ahead Partnership Board of Directors held a 3rd Quarter teleconference meeting on 8/31/18. Minutes of this meeting are available on the Road Ahead website [www.route66roadahead.org].</p> <p>6/30/18 Update Report: The Rt. 66 Road Ahead Partnership Board of Directors held a 2nd Quarter teleconference meeting on 5/7/18. Minutes of this meeting are available on the Road Ahead website [www.route66roadahead.org].</p> <p>3/30/18 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 met via teleconference on 11/16/17 to discuss the 2017-2018 fiscal year budget. 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 4th 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>9/30/18 Update Report: No update for this goal, as the State Association Working Group did not meet during the 3rd quarter</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 good caravan stops 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>Continue to seek support for HR801 from citizens as well as local and state offices and agencies.</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>9/30/18 Update Report: No update for this goal, as the State Association Working Group did not meet during the 3rd quarter</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>Present this budget item to the Executive Committee for consideration.</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: No update for this goal.</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>No next steps identified for this goal.</p>

<p>Goal 1.5 – Make the Road Ahead progress/information more available for all Roadies</p>	<p>9/30/18 Update Report: Communications regarding what the Road Ahead Partnership is and what it is working to achieve, continued to be sent out during 3rd Quarter. Six press releases and three news articles were forwarded to State Rt. 66 Associations, as well as the press contacts on the Road Ahead media list. In addition, 23 Facebook items were posted, which resulted in “page follows” increasing from 419 to 456 and “page likes” increasing from 408 to 447. Updates were also made to the media contact list for each of the 8 states through which Rt. 66 runs. Work was also undertaken to update and consolidate the Road Ahead’s media contact list.</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>
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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>9/30/18 Update Report: In mid-July, Illinois Governor Bruce Rauner signed into law the bill to establish an Illinois Rt. 66 100th Anniversary Commission. Efforts have begun now in Oklahoma to introduce legislation there to establish an Oklahoma Rt. 66 100th Anniversary Commission.</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>9/30/18 Update Report: As noted above, the Road Ahead’s new communication specialist continued during 3rd Quarter to get out the message regarding what the Road Ahead is and what it is trying to achieve. Much of this communications work focused on the cross-country Rt. 66 Caravan in support of HR801.</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>9/30/18 Update Report: As noted in the 2nd Quarter Update Report, the Road Ahead and AIANTA now have a signed MOU In place. The two organizations are working together to develop a process for Tribes along Rt. 66 to submit sites/attractions/events for inclusion in the Navigation App being development by the Arts Technology Program at IL State University.</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>
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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>9/30/18 Update Report: A revised draft job description/duty statement was written for the proposed Road Ahead Partnership’s point of contact person who will assist with Section 106 consultations and reviews. The revised draft is being reviewed by the WG and finalized.</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>Work with NPS to determine target date for creating a preliminary list of Rt. 66 projects involving Section 106 consultations.</p>

<p>Goal 3.2 – Share info about the meaning & benefits of preservation & the tools, techniques, & incentives for preservation outcomes.</p>	<p>9/30/18 Update Report: No update on Section 106/State Regulations Fact Sheet to present.</p> <p>A draft “Quick Reference Guide” on the economic incentives of historic preservation remains in preparation. The draft will be reviewed by the WG and finalized by January 2019.</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>A “Quick Reference Guide” on the economic incentives of historic preservation is in preparation.</p>	<p>Submit Fact Sheet on the Section 106/State Regulations to the RAP Executive Director by December 2018.</p> <p>Submit Reference Guide to the RAP Executive Director by January 2019.</p>
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<p>Goal 3.3 – Share information with the Board of Directors about Section 106 and the preservation of historic properties.</p>	<p>9/30/18 Update Report: No update on production of a Reference Guide for members of the Road Ahead Board of Directors.</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>Determine revised target date to complete draft. Submit Reference Guide to the RAP Executive Director.</p>
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<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.</p>		
<p>GOAL</p>	<p>2018 STATUS</p>	<p>NEXT STEPS FOR 2018</p>
<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>9/30/18 Update Report: The Lakota Group has been engaged to do a pro bono case study of Pontiac. A site visit in Pontiac was conducted in September 2018.</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 resource & information site for Rt 66 travelers, to be a central hub for travel information resources for Rt. 66 attractions & assets.</p>	<p>9/30/18 Update Report: No update.</p> <p>6/30/18 Update Report: No update.</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</p>

		whether an existing site would be best suited to host such a resource.
Goal 4.3 Reach out to State agencies conducting traveler/visitor surveys and coordinate deeper-dive questions surrounding Route 66 and heritage travel.	<p>9/30/18 Update Report: No update.</p> <p>6/30/18 Update Report: No Update.</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>Prepare RFPs needed to identify research firm that can assist with developing Rt. 66 specific questions needed to fill the research gap between Rutgers data and desired data.</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>9/30/18 Update Report: No update</p> <p>6/30/18 Update Report: No update</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>Identify an organizer for the proposed economic development conference.</p> <p>Identify a specific date for the proposed economic development conference.</p>
Goal 4.5 – Seek support for creation of reports/studies.	<p>9/30/18 Update Report: No update.</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>9/30/18 Update Report: An invitation has been extended to Gretchen McAllister to join the Road Ahead Education and Research Working Group. Gretchen is a teacher working with the Northern Arizona University library on a Route 66 class and associated webpage created by students. Gretchen has accepted and will join the net teleconference meeting of this Working Group on its next call scheduled for October.</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 Specific 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>9/30/18 Update Report: The Working Group continues to reach out to state and international associations to identify educators teaching on Route 66. Numerous syllabi have been collected to add to a clearinghouse of material for educators interested in teaching about Rt. 66.</p> <p>The goal continues to be to design and construct two “toolkits” on education and research on Route 66. Members have been 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</p>	<p>No Specific Next Steps Identified</p>

	<p>University of New Mexico concerning Route 66 architecture in New Mexico, of which he has recently completed a full edit.</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.</p> <p>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>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>9/30/18 Update Report: The Working Group continues to 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. The Working Group has assumed responsibility, through its chair David Dunaway (and Steve Mandrgoc), of oversight for the Youth Outreach Task Force, which is developing a video and social media campaign to begin in Nov. 2018 and continue to April 2019. This has included assisting with suggestions on sites to use, scripts, people to interview, and production assistance.</p> <p>6/30/18 Update Report: The Working Group will respond to requests for information as will</p>	<p>No Specific Next Steps Identified</p>
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	<p>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>	
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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>9/30/18 Update Report: Work continues with the Arts Technology Program at Illinois State University to develop the Rt. 66 Navigation App. A completion date of May 2019 is anticipated.</p> <p>As reported last Quarter, a minimum of 10 active cardholders had been recruited to participate in the Rt. 66 Charity Charge credit card program. Now that this minimum has been met, the steps needed to make the program available to the general public are being taken. It is a complicated process, however. Commerce Bank will not be ready to let us market the program until January 2019.</p> <p>Initial discussions held with the Sr. Marketing Manager for North America for the Royal Enfield Motorcycle Company, did not end up securing a corporate sponsorship from Royal Enfield.</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 continue developing the Rt. 66 navigation app.</p> <p>Finalize the steps needed to market the Rt. 66 Charity Charge credit card program to the public. Continue to seek potential a corporate sponsors for the Road Ahead.</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>9/30/18 Update Report:</p> <p>1.1 - Educate key groups/individuals in the Rt. 66 states:</p> <p>The National Trust for Historic Preservation's Route 66 road trip was a big success. In addition to the many personal contacts made by the National Trust staff and "roadies," the trip generated 1,022 news stories, radio and TV stories, etc. which reached an estimated potential audience of 1, 158,794,758. Reports from those on the trip were that the reaction of those they contacted in person were overwhelmingly positive.</p> <p>Social media posts about the Road Ahead and National Trust efforts continue to be monitored, and comments made, when appropriate, to ensure that accurate information is available. Posts about the National Historic Trail were spurred in July as a result of the National Trust For Historic Preservation road trip along Route 66 and were largely very positive. Activity in August and September was almost non-existent.</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

As of September 30, we have received 117 letters and/or resolutions of support.

The online petition started by the National Trust for Historic Preservation to support designation of Route 66 as a National Historic Trail has over 60,000 signatures. Our goal is to get to 66,000 signatures.

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

Route 66 continues to be on the National Trust for Historic Preservation's 11 Most Endangered Historic Places and as a National Treasure and we continue to have help from the Trust with all of our efforts.

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

Senator Tom Udall from New Mexico is interested in introducing a Senate bill for Route 66 National Historic Trail designation. Bill Thomas, John Conoboy, and Pam Bowman from the National Trust are working with Congressman LaHood's staff and Senator Udall's staff with efforts to ensure that a Senate bill is identical to H.R. 801 and to find a republican Senator to cosponsor the bill.

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:

1.1 - Educate key groups/individuals in the Rt. 66 states:

The FAQ information sheet about Route 66 and National Historic Trails was updated to reflect changes in the status of legislation.

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.

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.

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.

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.

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.

Rt. 66 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>9/30/18 Update Report: During 3rd Quarter, the VMTF finalized its purpose, identified specific Needs/Challenges of vintage motel owner/operators and – based on these – set specific goals on which this Task Force will work.</p> <p><u>Purpose</u> - The purpose of the Vintage Motel Task Force is to retain, sustain, and enhance the viability of vintage motels along Route 66 by bringing together owner/operators committed to collaboratively addressing common challenges/needs.</p> <p><u>Challenges/Needs:</u></p> <ol style="list-style-type: none"> 1. Operational Economics: The cashflow challenge of maintaining a vintage motel business throughout the entire year, given the seasonal nature of the business, . 2. Economies of Scale: The challenge of not being able to leverage group buying opportunities [e.g. day-to-day supplies & other fixed costs, advertising/marketing, etc.], due to the lack of 	<p>Identify goals to address #4-7 Needs/Challenges</p>

a vintage motel association

3. Advertising/Marketing: How, when, and where to do effective advertising/marketing?
4. Quality Standards: The need for vintage motel quality standards designed to motivate customers to feel comfortable staying at vintage motels
5. Workforce: The challenge of recruiting and keeping good/qualified employees, given small labor pools and the seasonal nature of owning/operating a vintage motel.
6. Networking: The Need for professional networking designed to help vintage motel owner/operators tap into the wisdom/experience of other owner/operators.
7. Work Environment: The challenge of how exhausting it is to be the owner/operator of a such highly personalized business.

To help address the #1-2 Needs/Challenges noted above, the VMTF set a goal to: *Improve typical vintage motel cashflow situation by leveraging group purchasing processes designed to reduce overall operating costs, such as day-to-day supplies.*

To help address the #3-4 Needs/Challenges noted above, the VMTF set a goal to: *Increase revenue at vintage motels by implementing a branding & marketing process that devises a plan, a budget, and an execution strategy resulting in increased reservations.*

Goals for #4-7 Needs/Challenges have not yet been written.

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:

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
Bill Thomas, Chairman, Road Ahead Partnership

The VMTF is now working to identify specific needs/challenges of vintage motel owner/operators in order to formulate goals for the group.

GOAL	2018 STATUS	NEXT STEPS FOR 2018
<p>Goal 1 – TBD</p>	<p>9/30/18 Update Report: “The Negro Motorist Green Book” was published for several decades beginning in 1936. It included lists and recommendations of cafes, gas stations, and places where African Americans traveling across the U.S. could be safely served. During 3rd Quarter the Road Ahead established a Rt. 66 Green Book Task Force, which identified a purpose and guiding principles for itself. It also identified Needs/Challenges associated with The Green Book.</p> <p><u>Purpose:</u> The purpose of the Rt. 66 Green Book Task Force is to increase awareness of, and appreciation for, the story of African Americans and Rt. 66, by collaborating with individuals, organizations, & gov. entities to research, promote, and preserve Green Book sites along Rt. 66.</p> <p><u>Green Book Needs & Challenges:</u></p> <p><u>Increased Awareness & Appreciation</u> All Americans should be able to find their story along Rt. 66, as it is a seminal element of our national history. Accordingly, there is a need for greater awareness of, and appreciation for, the story of the African American experience vis-à-vis Rt. 66. The Green Book can be a frame of reference through which awareness and appreciation of this particular story are enhanced.</p> <p><u>Research</u> Much historic research has been done regarding the Green Book. More is needed, however, to flesh out the full story of the Green Book. Because so many physical Green Book sites have been demolished or have disappeared, there is a great need for oral histories, focused research, and data collection designed to present as full a picture as possible regarding Green Book history.</p> <p><u>Preservation</u> NPS research reveals that the majority of identified Green Book sites along Rt. 66 are now gone. Preservation efforts to save the remaining physical Green Book sites is an important need, combined with the need for devising plans and raising funds to carry out such preservation work.</p> <p><u>Promotion and Education</u> More Green Book research - while vital and important - is not an end in and of itself. Expanded Green Book research needs to be actively used to promote and preserve Green Book sites along Rt. 66, and in the process increase the awareness of, and appreciation for, these sites amongst the public.</p> <p><u>Guiding Principles:</u> As the GBTF goes about its work, it will be guided by the following principles:</p> <p><u>Involving African American individuals, organizations, and communities in the work of the GBTF is</u></p>	<p>Identify specific goals, based on the Needs/Challenges already identified.</p>

	<p><u>crucial to the success of the task force.</u> - Accordingly, the GBTF will work to directly engage African American stakeholders as active participants in the tasks it undertakes to achieve its purpose.</p> <p><u>Engaging younger and more diverse audiences is one of the keys to ensuring the preservation and ongoing viability of Rt. 66.</u> - Accordingly, the GBTF will work to enhance the knowledge, appreciation and enjoyment of Rt. 66 by younger and more diverse audiences, as it carries out the tasks it undertakes to achieve its purpose.</p> <p>Rt. 66 GBTF Members include: Morgan Vickers, Intern w/ The National Trust for Historic Preservation; Frank Norris, Historian w/ the National Park Service; Kaisa Barthuli, National Park Service; Bill Thomas, Chairman Road Ahead Partnership, and Candacy Taylor, Author, Photographer, Cultural Documentarian [Ex Officio Member]</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>9/30/18 Update Report: The draft “International Traveler’s Survey” was piloted at the Route 66 European Festival that took place August 10-12, 2018, at Zlin in the Czech Republic. A Japanese language version of the survey was also produced.</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>Revise/update International Traveler’s Survey based on results of pilot test during European Festival.</p> <p>Upload additional, translated versions of the survey.</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>9/30/18 Update Report: During 3rd Quarter, the Road Ahead and AIANTA began work on a process designed to involve Tribes along Rt. 66 in creating the Rt. 66 Tribal Itinerary planned for the Rt. 66 Navigation App. The Arts Technology Program at ISU, which is developing the App, created a draft spreadsheet designed to collect information from Tribes regarding sites/attractions/events they suggest be included in the Rt. 66 Navigation App. Work is also being done to establish criteria the Tribes will be given, designed to help them identify sites/attractions/events</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. The Road Ahead and AIANTA formalized their mutual interests during the 2nd Quarter by signing a Memorandum of Understanding.</p>	<p>Finalize the process Tribes will use to suggest sites, attractions, and events for inclusion in the Rt. 66 Navigation App.</p>

Conclusion

The Rt. 66 Road Ahead Partnership will continue to focus on national, “whole-road” issues throughout the remainder of 2018. As noted above, good progress has been made through the 3rd 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