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# THE ROAD AHEAD PARTNERSHIP

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**2019 3rd Quarter Update Report & Next Steps**

**Prepared by Mr. Bill Thomas  
Chairman, Rt. 66 Road Ahead Partnership  
Oct. 13, 2019**

## Overview

Autumn has arrived and we're moving towards the end of 2019. Accordingly, it is time to provide an Update Report for the 3rd Quarter of this year.

Following is a brief overview of 3rd Quarter activity for the Route 66 Road Ahead Partnership.

Thanks to efforts by Anne Haaker, our Historic Resources Specialist, the Road Ahead is now actively participating in the Section 106 Review process, which allows us to weigh-in on Federally funded projects that have potential impacts on Route 66. The Road Ahead Route 66 Navigation App is on schedule to be completed and ready for beta testing by or before the end of this year. It will feature a number of curated itineraries, including ones on Green Book sites, American Indian Tribal sites, vintage motels, and more. The bill to designate Rt. 66 a National Historic Trail [HR801] is tentatively scheduled for re-introduced in Congress this fall. Our Vintage Motel Task Force has set spring 2020 as its goal for launching *The Route 66 Motel Collection*, a group of qualified, owner/operated properties along the Mother Road. Mr. Bill Kelly, who has served as Chair of our Promotion Working Group is retiring, but will remain our Road Ahead Treasurer. Jennifer Mullins, Director of Travel Promotion with the Oklahoma office of tourism has agreed to become the new Chair of the Promotion Working Group.

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 2019 3rd Quarter Update Report in particular. Please feel free to forward your thoughts, questions, ideas, and suggestions to: [rt66theroadahead@gmail.com](mailto:rt66theroadahead@gmail.com).

Finally, as you read this 2019 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 2019, along with Next Steps Planned for the Remainder of 2019**

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 2019 3rd Quarter, along with next steps for 2019. You'll note that the current update from the 3rd Quarter 2019 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	2019 STATUS	NEXT STEPS FOR 2019
<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><b>10/7/19 Update Report:</b> The Route 66 Road Ahead Partnership Board of Directors and the Road Ahead Executive Committee each held teleconference meetings during the 2019 3rd Quarter. Minutes from these meeting are available in the Resource Section of the Road Ahead Website [<a href="http://www.route66roadahead.com">www.route66roadahead.com</a>]</p> <p>6/28/19 Update Report: The Route 66 Road Ahead Partnership Board of Directors held its 2019 2<sup>nd</sup> Quarter meeting via teleconference. Minutes from the meeting are available in the Resource Section of the Road Ahead Website [<a href="http://www.route66roadahead.com">www.route66roadahead.com</a>]</p> <p>5/24/19 Update Report: The Road Ahead’s Executive Committee held its 2019 2<sup>nd</sup> Quarter meeting via teleconference.</p> <p>2/21-22/19 Update Report: The Route 66 Road Ahead Partnership Board of Directors held its Annual Meeting in Albuquerque, NM. Minutes from the meeting are available in the Resource Section of the Road Ahead Website [<a href="http://www.rt66theroadahead.org">www.rt66theroadahead.org</a>]</p>	<p><b>Conduct both an Executive Committee Meeting and a Board of Director’s teleconference meeting during 4th Quarter 2019 to discuss/monitor the organization’s goals and outcomes.</b></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	2019 STATUS	NEXT STEPS FOR 2019
<p><b>Goal 1.1</b> – Discuss and identify Rt. 66 needs/concerns and communicate them to the Road Ahead Board of Directors. Come up with potential solutions.</p>	<p><b>10/7/19 Update Report:</b> The State Associations Working Group discussed the status of individual state Centennial Commission legislation. AZ has a sponsor and planned introduction in next session. No issues foreseen with their plan. NM and CA not present on call. TX requested assistance from Board of Directors as they feel the issue is stalled in their legislature.</p> <p><b>7/15/19 Update Report:</b> Discussed status of individual state Centennial Commission legislation. TX/NM/CA are currently not in process; AZ has a sponsor and planned introduction in next session.</p>	<p>Assist Texas with establishing a state-level 100<sup>th</sup> Anniversary Commission.</p>
<p><b>Goal 1.2</b> – Discuss and identify areas of common interest and opportunities to work together on projects/activities/challenges to be solved.</p>	<p><b>10/7/19 Update Report:</b> The State Associations Working Group discussed ongoing use of social media to stay engaged with state projects. Missouri Association mentioned difficulty getting local papers to carry press releases. TX, OK, and AZ agreed to share best practices to help improve engagement of non-association parties.</p> <p><b>7/15/19 Update Report:</b> The State Associations. discussed collateral materials produced by each state association and general effectiveness of physical vs. digital. Discussed preferred communication methods and the establishment of a private Facebook group for each Association’s board to communicate.</p>	<p>Share best practices from TX, OK, and AZ that help improve engagement of non-association parties.</p>
<p><b>Goal 1.3</b> – Assist the Board of Directors in communicating its work with the greater Rt. 66 community.</p>	<p><b>10/7/19 Update Report:</b> The State Associations discussed potential neon sign ordinances across 66 in the hopes of putting together a ‘toolbox’ for local municipalities to use to help preserve sites. Each association will review ordinances provided by NPS and the Board of Directors and make recommendations for a Best Practices guideline.</p> <p><b>7/15/19 Update Report:</b> Discussed Harvest Host partnership and re-disseminated information for communication through Social Media channels. Discussed pending National Historic Trail legislation.</p>	<p>Identify recommendations for neon Best Practices guidelines.</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	2019 STATUS	NEXT STEPS FOR 2019
<p><b>Goal 2.1</b> – Ensure passage of Federal legislation to establish a national Route 66 100<sup>th</sup> Anniversary Commission.</p>	<p><b>10-7-19 Update Report:</b> Legislation to establish a national Route 66 100<sup>th</sup> Anniversary Commission continues to await a vote on the Senate floor, after having passed out of committee.</p> <p><b>7-15-19 Update Report:</b> Legislation to establish a national Route 66 100<sup>th</sup> Anniversary Commission passed out of committee in the Senate this quarter. It now awaits a vote on the floor of the full Senate. Language differences between this bill the original HR66 bill passed last session will then need to be worked out.</p>	<p>Secure Senate passage of the bill to establish a national Route 66 100<sup>th</sup> Anniversary Commission.</p>
<p><b>Goal 2.2</b> – Ensure each Route 66 State establishes a state-level Route 66 100<sup>th</sup> Anniversary Commission.</p>	<p><b>10/7/19 Update Report:</b> Illinois, Missouri, and Oklahoma continue to be the only Route 66 states that have established Route 66 100<sup>th</sup> Anniversary Commissions</p> <p><b>7/15/19 Update Report:</b> To date, Illinois, Missouri, and Oklahoma have established state-level Route 66 100<sup>th</sup> Anniversary Commissions. Work has also begun in Illinois in setting up county and community-level commissions. The goal is to create a Centennial “framework” of Federal-State-Local groups that coordinate their work to achieve common outcomes/goals.</p>	<p>Work with the State Associations Working Group to make progress in Kansas, Texas, New Mexico, Arizona, and California to pass 100<sup>th</sup> Anniversary Commission legislation.</p>
<p><b>Goal 2.3</b> – Develop a communications strategy that ensure as many Route 66 stakeholders as possible are informed of what the Road Ahead is and what it is working to achieve.</p>	<p><b>10/7/19 Update Report:</b> The Road Ahead’s communication staff has devised a strategy focused on communications with existing Route 66 stakeholders in ways that keep them informed and involved in the work of the Road Ahead.</p> <p>During the 3rd Quarter of 2019, press releases were sent out to the eight State Rt. 66 Associations, to board members and other key stakeholders, reporting on: Initial Harvest Hosts visits along Route 66 – now that Harvest Host sites have been established along the Mother Road; Participation by the Road Ahead in the Section 106 Review process, specifically regarding the William H. Murray Bridge over the Canadian River in Oklahoma</p> <p>The Road Ahead continued to support Jeff Idelson, recently retired Executive Director of the Baseball Hall of Fame, and his Grassroots Baseball: Route 66 Project [see: <a href="http://www.grassrootsbaseball.com">www.grassrootsbaseball.com</a>].</p>	<p>Continue to develop and send out press releases regarding the work of the Road Ahead.</p>

<p><b>Goal 2.4</b> – Promote Route 66 travel through the development of a Route 66 Navigation App.</p>	<p><b>10/7/19 Update Report:</b> Curated itineraries have now been completed for: A] 15-20 sites/attractions in each Route 66 state, B] Green Book sites in each Route 66 state, including those still standing and ones that no longer exist, based upon research provided by NPS, and C] Owner/operator vintage motel properties included in The Route 66 Motel Collection. Work remains to be completed on the American Indian Tribal sites/attractions itinerary.</p> <p><b>7:/15/19 Update Report:</b> Work on the Route 66 Navigation app continues to progress. It will now include at least three specific itineraries: 1] An American Indian Route 66 Tribal Itinerary, featuring selected sites/attractions/events on or adjacent to Tribal lands through which Route 66 runs; 2] A Green Book Itinerary, listing Green Book sites on/adjacent to Route 66, including extant structures as well as locations of Green Book sites that no longer stand; 3] Vintage Motel Itinerary, which includes those properties along Route 66 that have signed up to join The Route 66 Motel Collection, a group of motels whose owner/operators have joined together in a mutual marketing, branding, referral, and advocacy effort – ultimately designed to increase their revenue, and sustain and grow their motel businesses. In addition, the app will includes 10-15 points of interest along Route 66 in each of the states through which it passes.</p>	<p><b>Finish the Route 66 Navigation App by 12/31/19.</b></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	2019 STATUS	NEXT STEPS FOR 2019
<p><b>Goal 3.1</b> – Collaboratively share best practices and ideas between such groups as State Historic Preservation Offices (SHPOs) and State Departments of Transportation (DOTs).</p>	<p><b>10/7/19 Update Report:</b> The Preservation Working Group continues to coordinate with the National Park Service/Route 66 Corridor Preservation Program on a list of previous projects involving Section 106 consultations. NPS anticipates completing a preliminary list by December 2019.</p> <p><b>7/15/19 Update Report:</b> Coordinate with the National Park Service/Route 66 Corridor Preservation Program on a list of previous projects involving Section 106 consultations. NPS anticipates completing a preliminary list by August 2019.</p> <p><b>10/10/18 Update Report:</b> A revised draft job description/duty statement was prepared for the proposed Road Ahead Partnership (RAP) point of contact regarding Section 106 consultations and reviews. The revised draft is being reviewed by the WG and finalized.</p>	<p><b>Submit NPS Section 106 consultations list to RAP Historic Resources Specialist.</b></p>

<p><b>Goal 3.2</b> – Share info about the meaning &amp; benefits of preservation &amp; the tools, techniques, &amp; incentives for preservation outcomes.</p>	<p><b>10/7/19 Update Report:</b> A draft “Quick Reference Guide” on the economic incentives of historic preservation is in preparation. The draft will be reviewed by the WG and finalized; target date to be determined. No change in status.</p> <p><b>7/15/19 Update Report:</b> A draft “Quick Reference Guide” on the economic incentives of historic preservation is in preparation. The draft will be reviewed by the WG and finalized; target date to be determined.</p>	<p>Submit draft “Quick Reference Guide” to the RAP Chairman.</p>
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<p><b>Goal 3.3</b> – Share information with the Board of Directors about Section 106 and the preservation of historic properties.</p>	<p><b>10/7/19 Update Report:</b> The WG submitted a website link to the Advisory Council on Historic Preservation, <u>Protecting Historic Properties: A Citizen’s Guide to Section 106 Review</u> to the RAP Chairman in September 2019. This resource is being used in a Road Ahead education &amp; awareness campaign to encourage broader public involvement in the Section 106 Review process.</p> <p><b>7/15/19 Update Report:</b> A draft Reference Guide for the Board of Directors on Section 106 topics was in preparation. The WG will instead provide a website link to the Advisory Council on Historic Preservation, <u>Protecting Historic Properties: A Citizen’s Guide to Section 106 Review</u>.</p>	<p>Add this link as a Resource on the Road Ahead Partnership website.</p>
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**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	2019 STATUS	NEXT STEPS FOR 2019
<p><b>Goal 4.1</b> – 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><b>10/7/19 Update Report:</b> No report submitted.</p> <p><b>7/15/19 Update Report:</b> No report submitted.</p> <p><b>10/10/18 Update Report:</b> 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>Continue to seek support from Lakota Group in the development of a pro bono case study of Pontiac, IL.</p>
<p><b>Goal 4.2</b> – Create a resource &amp; information site for Route 66 travelers, to be a central hub for travel information resources for Rt. 66 attractions &amp; assets.</p>	<p><b>10/7/19 Update Report:</b> No report submitted.</p> <p><b>7/15/19 Update Report:</b> No report submitted.</p>	<p>Inventory sites &amp; resources. Explore domains &amp; smartphone, tablet applications. Investigate if an existing site would be best suited to host such a resource.</p>

<p><b>Goal 4.3</b> – This Goal has been revised. The new Goal is to increase the probability municipal, civic, legislative and other leaders achieve successful economic development in their city/area/region by purposefully and actively leveraging Route 66.</p> <p>Former 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><b>10/7/19 Update Report</b> – The Road Ahead Board of Directors, at its 3<sup>rd</sup> Quarter meeting, approved entering into an Agreement with Dr. David Listokin, author of the 2012 Rutgers University <i>Route 66 Economic Impact Study</i>, to carry out a Case Study Project. The project will produce case studies that illustrate the policies, strategies, and tools used by Route 66 communities of varying sizes that have successfully leveraged Route 66 for economic development. The ultimate aim of the Case Study Project is to motivate local leaders to recognize the economic development potential of Route 66 and then take steps – based upon the examples presented in the case studies – to leverage it themselves.</p> <p><b>7/15/19 Update Report</b> – The Road Ahead wrote a Request for Proposal [RFP] designed to identify travel research firms that could assist with developing Rt. 66 specific questions needed to fill the research gap between the original 2012 Rutgers University “Route 66 Economic Impact Study” and the need for current Route 66 specific data. The RFP was forwarded to three nationally known travel research companies. Two responded with proposal to conduct Route 66 specific research for The Road Ahead. The cost of conducting such research is significant, so the Road Ahead is now working with its partners, including the National Park Service, to see what funding sources can be combined with funds available from the Road Ahead, to conduct the Route 66 specific travel research desired. In addition, more investigation is being conducted to try and identify other firms that can conduct the desired, statistically sound research wanted, but at less cost.</p> <p>In addition, discussions are underway with Dr. Listokin at Rutgers University to possibly revisit/update the economic development case studies included in the 2012 Route 66 Economic Impact Study.</p>	<p>Work with Dr. Listokin to provide contact information needed to carry out the Case Study Project.</p>
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**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	2019 STATUS	NEXT STEPS FOR 2019
<p><b>Goal 5.1</b> – Establish a national Research/Education Working Group to support professional and amateur educators and researchers in their efforts to inspire and renew public understanding of Route 66.</p>	<p><b>10/7/19 Update Report:</b> This goal has been completed, as the Working Group has been established and members recruited. Our next teleconference in September 2019.</p> <p><b>7/15/19 Update Report:</b> The Research and Education Working Group reports that it has been a struggle to hold a meetings, due to a variety of factor: medical visits, moving between homes, or research trips, to name a few from this summer. We have moved our current discussion on educational toolkits to a Google Doc to make it easier for members to discuss</p>	<p>No Specific Next Steps Identified</p>

	<p>their different suggestions they have offered, and to narrow these down to five in each of the two toolkits. We have also begun to discuss with Dr. Gretchen McCallister, from Northern Arizona University, developing grants to make a new Route 66 pedagogy, though this is in the early stages. We hope to meet again via Skype in September when all our teachers have a more sedate schedule.</p>	
<p><b>Goal 5.2 – Assist educational institutions at all levels in presenting Route 66 research to students, travelers, tourists, and the general public.</b></p>	<p><b>10/7/19 Update Report: The Working Group has reached out to state and international associations to identify educators teaching on Route 66 and has collected syllabi to create a clearinghouse of material for educators interested in teaching about Route 66.</b></p> <p><b>Our 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. Based on discussions with members, we have split this into two types: 1) secondary school modules, intended to be plugged into existing curriculum, and 2) an information packet listing where to resources higher education instructors can use in their own classes on Route 66. Members have contributed their thoughts and suggestions for both levels of the toolkit that are currently being whittled down to five for each category.</b></p> <p><b>7/15/19 Update Report:</b> The Working Group has reached out to state and international associations to identify educators teaching on Route 66 and has collected syllabi to create a clearinghouse of material for educators interested in teaching about Route 66. Our 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. Based on discussions with members, we have split this into two types: 1) secondary school modules, intended to be plugged into existing curriculum, and 2) an information packet listing where to resources higher education instructors can use in their own classes on Route 66.</p>	<p><b>No Specific Next Steps Identified</b></p>
<p><b>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.</b></p>	<p><b>10/7/19: Both the Working Group and the Route 66 Oral History Office continues to respond to requests for information concerning resources. We will be making available for wider use the toolkits we are currently working on once completed. We have also been offering advice and editing assistance to prospective grants on Route 66 pedagogy which are currently in their beginning phases.</b></p> <p><b>7/15/19 Update Report:</b> Both the Working Group and the Route 66 Oral History Office continues to respond to requests for information concerning resources. We will be making available for wider use the toolkits we are currently working on once completed. The Working Group assumed responsibility, through its chair Dr. Dunaway and Dr. Mandrgoc, of oversight for the Youth Outreach Task Force, which completed its social media campaign in April 2019 and provided a final report on their successes and suggestions for the next campaign.</p>	<p><b>No Specific Next Steps Identified</b></p>

## Financial Sustainment Task Force Report

GOAL	2019 STATUS	NEXT STEPS FOR 2019
<p><b>Goal 1 – Establish a Financial Sustainment Task Force charged with devising and implementing plans to ensure The Route 66 road Ahead Partnership is financially able to carry out its work.</b></p>	<p><b>10/07/19 Update Report:</b> The Road Ahead was granted permission to produce a custom designed Route 66 Road Ahead Charity Charge credit card. Four draft designs were produced. Informal polls were taken with members of the Road Ahead Board of Directors and with Route 66 stakeholders via Facebook regarding the four designs.</p> <p><b>7/15/19 Update Report:</b> The Road Ahead has finally been notified that it has received official approval to proceed with marketing a Route 66 Road Ahead Charity Charge Card. The Road Ahead is now seeking permission to design a custom identity for its card, with the goal of making it more appealing to potential users.</p> <p>The Road Ahead received its second corporate sponsorship donation of \$50,000 from State Farm Insurance Company. \$14,000 of this donation was set aside in a reserve fund, with the rest allocated to current projects/expenses. The reserve fund now has \$28,500 in it. The Road Ahead will receive one more annual corporate sponsorship donation from State Farm.</p> <p>The Road Ahead also signed a 2019-2020 Task Agreement with the National Parks Service, with a budget totaling \$37,012.00</p>	<p><b>Finalize steps needed to market the Route 66 Charity Charge credit card program to the public.</b></p> <p><b>Launch marketing effort for Route 66 Charity Charge credit card.</b></p> <p><b>Continue to seek potential a corporate sponsors for the Road Ahead.</b></p>

## National Historic Trail Designation Task Force Report

GOAL	2019 STATUS	NEXT STEPS FOR 2019
<p><b>Goal 1 – Establish a National Historic Trail Designation Task Force to secure Federal designation of Route 66 as a National Historic Trail.</b></p>	<p><b>10-7-19 Update Report:</b> As of September, the bill to establish a Route 66 National Historic Trail has not yet been reintroduced. With changes in leadership for the House of Representatives and a focus for the first part of the year on a public lands package, it has taken time for many pieces of legislation to get reintroduced and move through committees, as is required when a new Congress convenes. Congressional champions of Route 66 have been working the past few months to ready the legislation with refreshed bill language and we expect reintroduction of the legislation in the House sometime in October. Bill Thomas, John Conoboy, and Pam Bowman from the National Trust are working with Congressman LaHood's staff to this end.</p> <p><b>7/15/19 Update Report:</b> The bill to establish a Route 66 National Historic Trail has not yet been</p>	<p><b>Ask members of the National Trail task force, Route 66 stakeholders &amp; others to encourage their congressional reps to be cosponsors of the new bill.</b></p> <p><b>Take actions to ensure legislation is passed by the House Natural Resources</b></p>

	<p>introduced into Congress this year. It is being sponsored by Senator James Inhofe [R-OK] and Senator Tom Udal [D-NM]. Language in the bill is presently being finalized, with the hope it will be officially introduced soon.</p>	<p><b>Committee and on the House floor.</b></p> <p><b>Ensure all possible steps are taken for the bill to pass the Senate and/or be included in any future legislative package that can be signed by the President.</b></p>
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**Rt. 66 Vintage Motel Task Force Report**

<b>GOAL</b>	<b>2019 STATUS</b>	<b>NEXT STEPS FOR 2019</b>
<p><b>Goal 1 – Establish a Vintage Motel Task Force to identify the needs and challenges of owners - operators of Rt. 66 motels.</b></p>	<p><b>10/7/19 Update Report: Efforts to design and launch a website for The Route 66 Motel Collection did not progress during the 3<sup>rd</sup> Quarter. They have been initiated again, however. A new goal has been set for launching the Collection itself, including its website: Spring 2020.</b></p> <p><b>7/15/19 Update Report:</b> The VMTF has created what it is calling “The Route 66 Motel Collection” – a group of vintage motel properties whose owner/operators have banded together in a mutual marketing, branding, referral, and advocacy effort. The ultimate goal of The Route 66 Motel Collection is to increase revenue, in order to sustain and grow these businesses. To qualify to be a member of The Route 66 Motel Collection, a property must have received four-star ratings or higher on TripAdvisor and/or Google Reviews over the past 12 months. Properties also potentially qualify if they offer travelers one or more of these amenities: swimming pool, fire pit, complimentary breakfast, patio, onsite pet that adds a special welcoming touch, etc.</p>	<p><b>Continue to recruit new motel properties to join The Route 66 Motel Collection.</b></p> <p><b>Launch Route 66 Motel Collection website.</b></p>

<b>GOAL</b>	<b>2019 STATUS</b>	<b>NEXT STEPS FOR 2019</b>
<p><b>Goal 1 – Recruit new members to the Green Book Task Force.</b></p>	<p><b>10/7/19 Update Report: No progress was made during 3<sup>rd</sup> Quarter to recruit new members to the Green Book Task Force. Members currently 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]</b></p>	<p><b>Continue working to recruit new members.</b></p> <p><b>Identify goals, based on the Needs/Challenges already identified.</b></p>

International Advisory Group Report		
GOAL	2019 STATUS	NEXT STEPS FOR 2019
<p><b>Goal 1 – Establish an International Advisory Group to help ensure active collaboration with as many Route 66 stakeholders as possible.</b></p>	<p><b>10/7/19 – Update Report:</b> No progress was made during 3<sup>rd</sup> QTR to confirm the utility of using Survey Gizmo as a potential means of creating/distributing our online “International Traveler’s Survey”.</p> <p><b>7/15/19 – Update Report:</b> A potential new means of distributing the Internal Traveler’s Survey is being researched. Survey Gizmo, the firm used to create our online survey, offers a program to conduct research for clients who have devised survey’s using its tools.</p> <p><b>10/10/18 Update Report:</b> 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><b>Determine viability of using Survey Gizmo services to conduct the research survey desired by the Road Ahead using our International Traveler’s Survey.</b></p>

Tribal Advisory Group Report		
GOAL	2019 STATUS	NEXT STEPS FOR 2019
<p><b>Goal 1 – Establish an American Indian Tribal Advisory Group to ensure active collaboration with as many Route 66 stakeholders as possible.</b></p>	<p><b>10/7/19 Update Report:</b> Work continued during 3<sup>rd</sup> Quarter on the American Indian Tribal sites/attractions itinerary that will be included in the Route 66 Road Ahead Navigation App. The itinerary is on schedule to be completed by or before the end of November.</p> <p><b>7/15/19 Update Report:</b> Sites in Tribal areas on or adjacent to Route 66 have been collected for use in the Road Ahead’s Route 66 Navigation App. These have been forwarded to the Arts Technology Program at Illinois State University for inclusion in the app. Descriptions and photos/images of these sites are now being collected.</p>	<p><b>Secure descriptions and images for the Tribal sites on/adjacent to Route 66 that will be included in the Route 66 Navigation App.</b></p>

### Conclusion

The Rt. 66 Road Ahead Partnership will continue to focus on national, “whole-road” issues throughout the remainder of 2019. Primary attention will be on securing National Historic Trail status, establishing a national Route 66 100<sup>th</sup> Anniversary Commission and each of the other goals identified above.

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