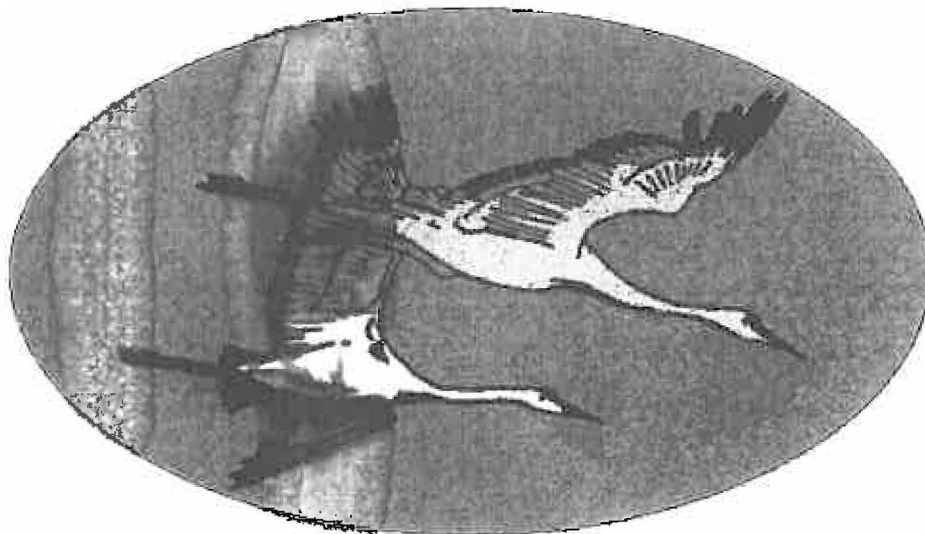


# **Los Caminos Antiguos Scenic and Historic Byway Partnership Plan**



## **The Scenic and Historic Byway of Hispanic Colorado**

**This document was made possible with the support and assistance of the Colorado State Historical Fund, the U.S. Department of Transportation, and the Colorado Scenic Byways Commission.**

**December 1999**



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## Foreword:

*Welcome to the Los Caminos Antiguos Byway. Caminos Antiguos is a concept that will allow you to come with us in a travel through time.*

*Come with us and explore an area steeped in the Spanish Colonial Culture, whose roots go back in time to 1598. Explore Indian cultures going back to the prehistoric times of Bison Taylori and Folsom Man.*

*Visit the sites of the old Spanish trails, old Spanish forts, acequias, livestock trails, and discover the churches that provided the impetus for exploration and settlement. During your journey study the old trapper's creeks, and precious metal mines of the past.*

*Plus Ultra "more beyond", was the motto on every banner carried by the Spanish on their explorations into what is now North America. Take your own banner in hand, and follow us as we guide you on this voyage in time down Los Caminos Antiguos.*

Castelar M. Garcia



## **Plan Proposed By:**

Planning Committee: A 14 member committee empowered by the managing agencies, Byway communities, and regional citizens to participate in the planning of this document. This committee represents a balance between promotion and protection and includes other individuals interested in or affected by the Los Caminos Antiguos Scenic and Historic Byway.

### Representing

### Name

Los Caminos Antiguos Byway Association	Sallie Harper
Great Sand Dunes National Monument	Steve Chaney
Fort Garland State Museum	Rick Manzanares
Colorado Division of Wildlife	John Koshak
AC/DC Downtown Development Alamosa	Holly Felmlee
Antonito Town Government	Rodger Romero
Conejos County	Mike Lujan
Bureau of Land Management	Ray Lara
The Nature Conservancy	Nancy Warner
Costilla County/Town of San Luis	Amos Bernal
Los Caminos Antiguos Board of Directors	Cas Garcia
United States Forest Service	Dale Gomez
Bureau of Land Management	Helene Aarons
Natural Resources Conservation Service	Felix R. Lopez

Byway Planner: Jerrold Brown Consulting

# **EXECUTIVE SUMMARY**

## **LOS CAMINOS ANTIGUOS SCENIC AND HISTORIC BYWAY PARTNERSHIP PLAN**

### **Preface**

The Los Caminos Antiguos Byway (LCA) was created in response to the 1986 President's Commission on Americans Outdoors, which revealed the ever-growing popularity of scenic driving as an American pastime. The cultural and historical significance, scenic beauty, and outstanding natural resources more than qualified the Los Caminos Antiguos Byway as a participant in the Byway program.

### **Partnership Participation**

The region encompassing the Los Caminos Antiguos Byway is a large geographical area with remarkably diverse recreational, cultural, and educational opportunities.

In October of 1991, a unique partnership was formed for the purpose of developing a collective vision for the Byway. This partnership was formalized through an agreement whereby the 8 managing agencies and 16 Byway partners empowered a 14-member planning committee to represent a broad number of community and Byway interests.

This committee, through the implementation of community and visitor surveys, public meetings, personal interviews, and the media, invited public feedback in order to develop a plan that would reflect the hopes and desires of the entire Los Caminos Antiguos community.

### **Significance of the Los Caminos Antiguos Byway**

Although the culture of the area surrounding the Byway can be traced to some of the earliest known North American hunters, whose time frame is referred to as the Folsom Period, several American Indian tribes have had a substantial influence on the past and present history of the San Luis Valley. Blanca Peak is Colorado's fourth highest peak and one of the four sacred peaks of the Navajo Nation.

A century after Columbus anchored in the Caribbean, Don Juan de Onate claimed all lands drained by the Rio Bravo del Norte for King Phillip II of Spain. During the next six decades of the 1500's four Spanish Entradas (expeditions) penetrated the Rio Grande region at the southern end of the Valley.

The town of San Luis, established in 1851, is the oldest town in Colorado and has been designated a National Historic District.

Fort Massachusetts was the first military fort built in the San Luis Valley when this part of Colorado was still part of New Mexico Territory in 1852. Fort Massachusetts proved vulnerable to the elements and was a poorly chosen location for army operations. In 1858, it was abandoned and replaced by Fort Garland. For 25 years, the adobe Fort served to protect settlers and travelers from the Ute Indians. It was home to Commander Kit Carson and his Hispanic New Mexico Volunteers as well as to the famed Buffalo Soldiers in 1876-1879.

The town of Conejos is the home of Our Lady of Guadalupe church, recognized for having the first congregation established in Colorado.

The cornerstone of the cultural importance and significance along the Byway is the rich Hispanic heritage that dates back some 400 years.

The Los Caminos Antiguos Byway is significant for many other reasons. Scientists from around the globe come to the San Luis Valley to study the unique ecosystem and geological formations that comprise the Great Sand Dunes National Monument.

Equally significant to the Byway is the impact of the water resources in the region, and the important role water performs by sustaining a thriving variety of wildlife, wetlands, and riparian areas. In addition, the water resources supply the strength for agricultural economic growth throughout the valley.

### **Byway Benefits**

#### **Development of a community vision**

The Los Caminos Antiguos Byway offers the opportunity for the people of the valley to work together to define a common vision and goals for the Byway.

#### **Preservation of culture**

The Los Caminos Antiguos Byway provides an excellent opportunity for the people of today to preserve the history and culture of the past.

### **Maintaining the important qualities that make this area a special place to live**

This plan takes the first step toward defining these important qualities of the Los Caminos Antiguos Byway region. In the future, a review of these qualities will enable Byway citizens to evaluate whether they have been maintained.

### **Cooperative Projects**

Working together on projects like historic preservation, interpretation, and Byway enhancement is beneficial for everyone. Working together, overall costs can be reduced, and project time can be minimized.

### **Funding**

Collaborative planning and management of the Los Caminos Antiguos Byway region creates additional opportunities to receive funding.

### **Communication**

The Byway encourages improved communication between local, state, and federal agencies, local businesses, organizations, and the general public.

### **Recent LCA and Partnership Successes**

In 1993 the LCA Byway received a grant for \$56,000 to construct and fund three gateway interpretive kiosks, and fund promotional planning. The completed kiosks are located at Cumbres Pass New Mexico/Colorado border in Conejos County, the intersection of highway 150/160 in Alamosa County, and the intersection of highway 17 and Lane 6 in Alamosa County. In addition, a lure brochure, informational tabloid, and website were developed utilizing this grant.

In 1996, the LCA Byway received a \$90,000 grant for the Byway planning process. Projects included the LCA Corridor Management Plan, interpretive planning, and visitor/community surveys, which encompass Alamosa, Costilla, and Conejos Counties.

In 1997, the LCA Byway received a \$63,200 grant to generate additional interpretive materials for the Byway. The LCA Board utilized \$25,000 of this grant to match a \$75,000 grant from the state historical fund that was received by Channel 6 and Great Divide Production Company, to produce a Public Broadcast System documentary on the cultural aspects of the Byway.

In 1999, LCA received a \$47,440 grant to produce a tour of Hispano mission churches. In addition, the Byway has received a Rural Community Assistance grant from the U.S. Forest Service to organize a merchant's association, compile an oral history of the area, and develop tours of mission churches, art galleries and studios on the Byway route.

The City of Alamosa has received assessment and protection grants from the Colorado Historical Society for Sacred Heart Church, the Masonic Hall, and other historic structures in the downtown area. In addition, the town of Antonito received a grant for \$138,000 to conduct downtown sidewalk replacement and repair.

In 1999 The Nature Conservancy received two million dollars in private foundation funding, and three million dollars in public grant monies to acquire the Medano and Zapata Ranch along the Byway.

## **Mission and Vision**

### **LOS CAMINOS ANTIGUOS BYWAY MISSION STATEMENT**

*Our mission as a regional partnership is to interpret, facilitate community development, and market the products of the cultural and historic traditions, natural resources, and diverse communities of the Los Caminos Antiguos Byway.*

### **OUR VISION FOR LOS CAMINOS ANTIGUOS SCENIC AND HISTORIC BYWAY**

Through the telling and retelling of the traditional stories, we will assist in the preservation and protection of the cultural diversity of the region. We will participate in historical research, restoration and preservation efforts in partnership with local communities and agencies. We will utilize the scenic and historic Byway as a vehicle for sustainable community economic development, focusing our attentions first on those communities most in need of assistance. We will work to protect the open spaces and view shed integrity along the Byway.

In partnership with the many land managers in the region, we will work at linking the cultural-historical tourism markets and products to those of the existing recreation market. We will develop a regional tourism and recreational infrastructure, and create further recreational opportunities to better meet the needs of visitors, merchants, and residents alike. We will utilize the Byway as a regional marketing tool, and will coordinate interpretation efforts among partners sharing the Byway corridor. In addition, we will work to preserve the rural quality of life. This includes valuing smallness, but not sameness; maintaining the integrity and self-determination of our local communities; protection of the land, water, and biodiversity of the ecosystem; and preservation of our many folkways or "ways of life".

## **OVERALL BYWAY GOALS**

**Cultural Diversity & Resources** – To ensure preservation and protection of the cultural diversity of the region.

**Historic Preservation** – To participate in historical research, restoration, and preservation efforts through partnership with local communities and agencies.

**Community Economic Development** – To help create sustainable community economic development along the Byway.

**Open Spaces** – To protect the rural farm and ranchlands, open spaces, and view shed along the route.

**Natural Resources** – To protect the land, water, and biodiversity of the ecosystem by working in partnership with the many land managers in the region.

**Byway Infrastructure Enhancement & Recreation** – To enhance tourism and recreational infrastructure, and create further recreational opportunities to better meet the needs of visitors, merchants, and residents.

**Signage** – To develop signage that presents a clear, professional, attractive, and consistent message along the corridor.

**Education** – To increase awareness, understanding, stewardship, and appreciation for the rich natural and cultural history and traditional lifestyles.

**Interpretation** – To coordinate interpretive efforts among partners sharing the Byway corridor.

**Marketing** – To ensure the Byway's vision and goals are met by marketing the various Byway opportunities, attractions, and communities so that visitor preferences and expectations are matched with actual products.

**Rural Quality of Life** – To sustain the rural values unique to each Byway zone.

**Pursue National Byway and Heritage Area Designation**

**Pursue State-To-State Connection – New Mexico**

**Develop Regional Byway Outreach Staff**

**Develop Regional Byway Internship Program**

## **Use of this Document**

The communities, counties, federal and state agencies, and the people and organizations that brought it to completion intend the Los Caminos Antiguos Partnership Plan for regular use. The plan is the starting point for the people, private industry, and the government, to move forward toward a common vision.

The mission, vision, and goals describe the philosophy of the plan. Actions and implementation must be flexible and capable of change in response to shifts in public demand or administrative focus of the community Byway partnership.

## **Implementation of the Plan**

The most important function of this plan is implementation. Accomplishing the vision and goals of this plan will only be realized through an active partnership effort.

## **The Partnership of this Plan**

Federal, state, and county governments manage public lands and facilities along the Los Caminos Antiguos. Specific land and facilities managers are the National Park Service, the Bureau of Land Management, the Bureau of Reclamation, the Forest Service, Colorado State Parks, the Colorado Division of Wildlife, and the Colorado Historical Society. There is also a major holding owned and managed by The Nature Conservancy.

Other support Partners include the three county commissions of Alamosa, Conejos, and Costilla; the City of Alamosa; the towns of Antonito, Conejos, Manassa, Romeo, San Acacio, San Luis, Blanca, Fort Garland, and Mosca; Alamosa, Conejos, and Costilla County Chambers of Commerce; museums and visitor centers.

It is the responsibility of the Byway association to engage the various representatives of the public and private sectors along the Byway in collaborative planning and management activities in order to maximize overall benefits of the Byway for communities, residents, and visitors. Although there is an array of agencies and various governmental jurisdictions among the partnership, participation in the Byway association in no way diminishes the jurisdictional or management charges and commissions of the various partners.

# **Chapter 1 – Introduction and Background**

**Planning Process**

**Relationship to Other Documents**

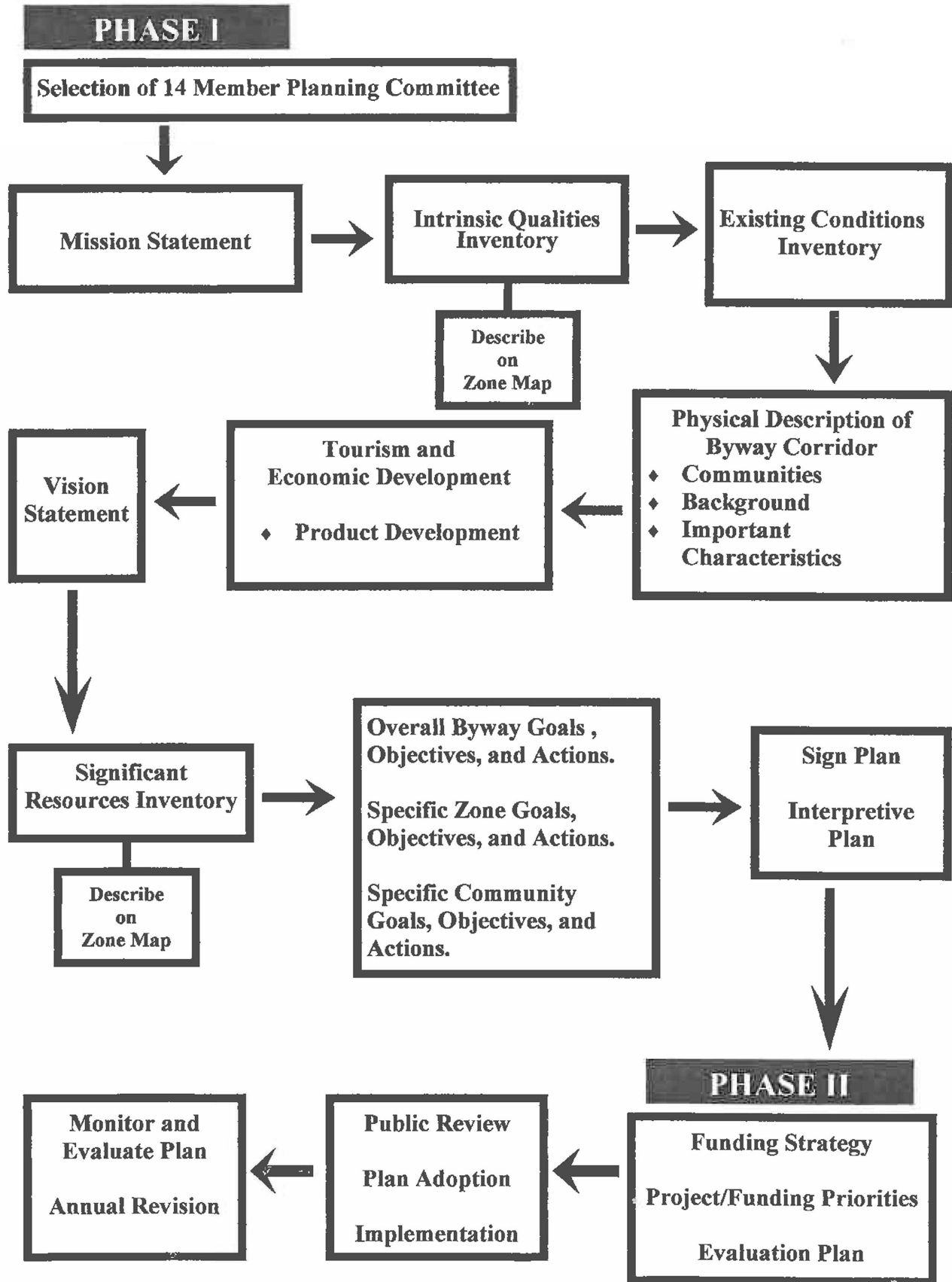
**Byway Background, Designation, and Character**

**Location**

**Planning Area Boundary**



# THE PLANNING PROCESS



## **Relationship to Other Documents and Decisions**

The following are plans and environmental documents within the Los Caminos Antiguos Byway region. The decisions and recommendations presented in these documents will be recognized when managing the Los Caminos Antiguos Byway.

**Agency** - Costilla County

**Type of Document** - County Land Use Plan

**Title of Document** - Costilla Comprehensive Land Use Plan

**Agency** - San Luis Valley Regional Planning Commission

**Type of Document** – Regional Transportation Plan

**Title of Document** – The San Luis Valley 2020 Regional Transportation Plan

**Agency** – San Luis Valley Trails and Recreation Coalition

**Type of Document** – Trails and Recreation Master Plan

**Title of Document** – Great San Luis Valley Trails and Recreation Master Plan

**Agency** – Bureau of Land Management

**Type of Documents** – Resource Management

**Title of Documents** – Resource Management Plan, Blanca Wetlands I.A.P.,  
Rio Grande Corridor Plan

**Agency** – Rio Grande National Forest

**Type of Document** – Forest and Land Management

**Title of Document** – Revised Forest and Land Management Plan

**Agency** – Great Sand Dunes National Monument

**Type of Documents** – Resource and General Management, Interpretive

**Title of Documents** – Resource Management Strategy, Comprehensive  
Interpretive Plan, General Management Plan

**Agency** - Colorado Department of Transportation

**Type of Document** - Transportation Plan

**Title of Document** – Region 5, Long Range

**Agency** – Colorado Historical Society

**Type of Document** – Cultural Resources

**Title of Document** – Prehistory of Colorado: Context for the Rio Grande Basin

**Agency** – U.S. Fish and Wildlife Service  
**Type of Documents** – Conservation and Planning  
**Title of Documents** – Alamosa and Monte Vista Wildlife Refuge  
Comprehensive Conservation Plan, San Luis Valley Strategic Wetlands Plan

**Agency** – Colorado Division of Wildlife  
**Type of Document** – Wildlife Plan  
**Title of Document** – San Luis Valley Water Bird Plan

**Agency** – Colorado State Parks  
**Type of Document** – Management Plan  
**Title of Document** – San Luis Lake General Management Plan

**Agency** – Alamosa County  
**Type of Document** – Land Use  
**Title of Document** – Alamosa Comprehensive Land Use Plan

**Agency** – City of Alamosa  
**Type of Document** – City Planning  
**Title of Document** – Comprehensive Plan

**Agency** – San Luis Valley Development Resources Group  
**Type of Documents** – Economic Development  
**Title of Documents** – Overall Economic Program, Comprehensive Economic  
Development Strategy, Detailed Scope of Work

**Agency** – Conejos County  
**Type of Documents** – County Ordinances, and Land Use  
**Title of Documents** – Conejos Ordinance Plan, Comprehensive Plan

**Agency** – The Nature Conservancy  
**Type of Document** – Conservation Plan  
**Title of Document** – Site Conservation Plan

## **Byway Background, Designation, and Character**

### **Background**

The Los Caminos Antiguos Scenic and Historic Byways Association is a regional partnership managed as a non-profit corporation. The responsibility of the partnership is to share and protect the cultural, historical, and natural resources that lie along the Los Caminos Antiguos Scenic and Historic Byway in south central Colorado.

**CULTURAL/HISTORICAL RESOURCES.** The primary cultural/historical feature of the byway is the Hispano heritage. Spanish explorers entered the San Luis Valley as early as the 1540's, less than fifty years after Columbus landed in the New World. The land was not empty. The Utes claim their ancestors traveled, hunted, and controlled the region for as many as 10,000 years prior to Spanish expeditions and settlements. This region - the northern outpost of the Spanish Colonial Empire, known as the Land of the Rio Bravo del Norte - has a richly diverse and unique cultural and historical heritage that is an important piece of American history. For this reason, the resources of the territory require protection, restoration, and preservation. The scenic and historic Byway is a powerful tool for gathering together the resources and partners, both in the region and beyond, that can best share and protect these unique cultural and historical treasures.

**NATURAL AND SCENIC RESOURCES.** In addition to the cultural and historical resources, there are also an abundance of natural resources along Los Caminos Antiguos. These include public and private lands that offer many recreational activities such as wildlife viewing, camping, fishing, boating, photography, hiking, bicycling, and hunting.

The earliest Spanish settlers developed a respect and reverence for the land and water - a view shared with, and possibly acquired from the indigenous tribes. This belief in the sacredness of the natural environment has been passed down to the descendents of the Spanish settlers, and is still an important cultural element today. Protection of the land, water, and open spaces along the Byway is one of the central purposes of the Byway association.

## **Designation**

The Los Caminos Antiguos Scenic and Historic Byway original route was designated October 21, 1991. An additional extension was designated June 22, 1992.

NOMINATION CRITERIA: The byways must possess exceptional and/or distinctive Scenic, Recreational, Natural, Archeological, Cultural, and Historical features.

The key features on which Los Caminos Antiguos Byway was designated are the following:

Great Sand Dunes National Monument	Fort Massachusetts
Zapata Ranch Overlook	Fort Garland
Cattle guard Folsom Site	Historic San Luis
San Luis Lake State Park	Spanish Entradas
Great Sand Dunes Country Club and Inn	Zapata Falls
Blanca Peak – Sangre de Cristo Range	Blanca Wildlife Area
Alamosa National Wildlife Refuge	Pike’s Stockade
Denver & Rio Grande Railroad	Oldest Parish
Cumbres y Toltec Narrow Gauge Railroad	Adams State College

## **Character of the Byway**

The Los Caminos Antiguos Scenic and Historic Byways Association is a vehicle for preserving, protecting, and promoting the regional cultural and historical heritage of Native Americans and Hispano settlers, noting the many influences of these traditions on American culture at large.

The Hispano heritage is an important piece of American history. The primary focus of the Los Caminos Antiguos Byway is to preserve and pass down the story of past heritage, as told from the point of view of the descendents of the tribal peoples and Hispano settlers. A central theme of this story is the sacredness of the land and water.

Tribal peoples entered the valley as hunters and gatherers. The Utes controlled the region for many hundreds of years. Blanca Peak and The Great Sand Dunes were, and still are, dramatic geologic markers that act as guideposts to travelers. They are also considered sacred sites and are still utilized by the tribes for various ceremonies and practices.

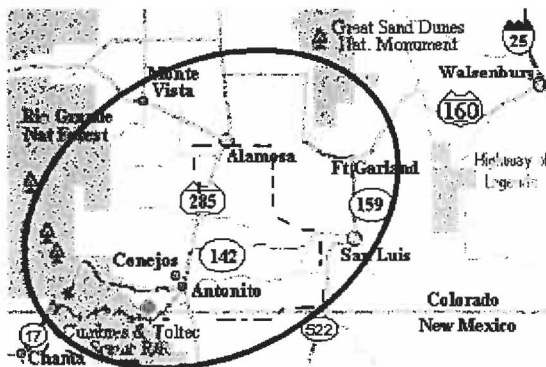
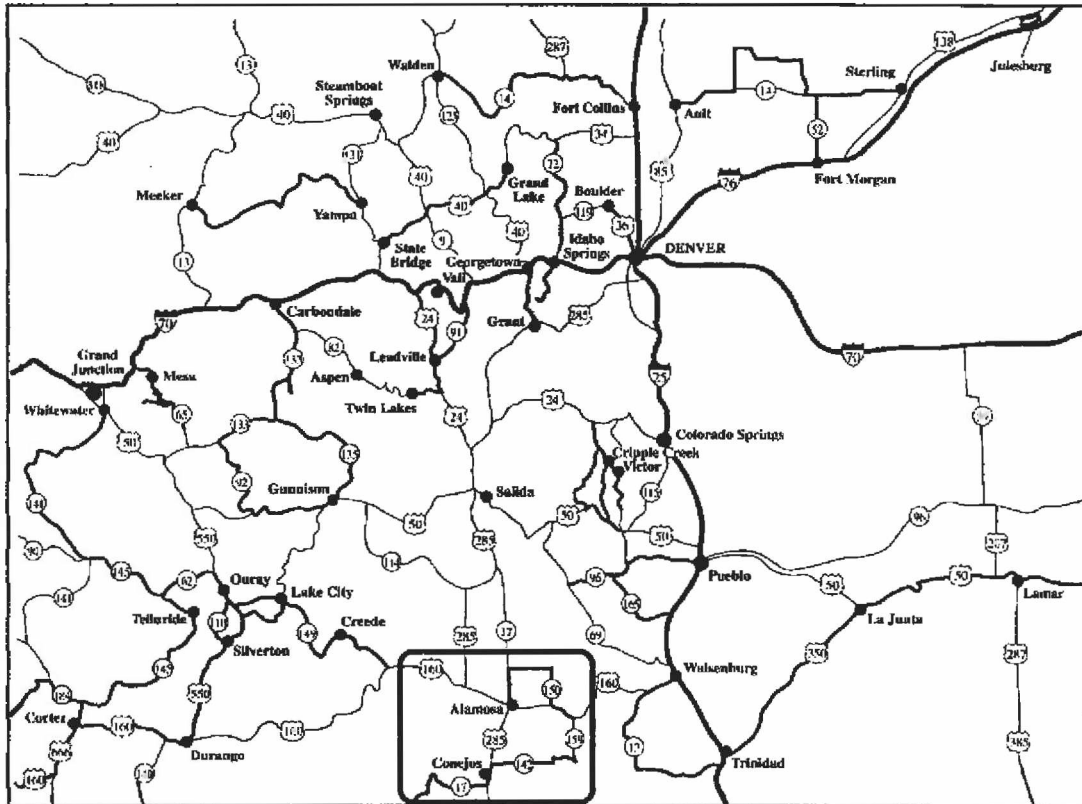
The history of the Spanish Colonial Empire diverges from that of English Colonial history, which is typically portrayed as the "only" American history. Differences between the two colonial powers include the Spanish Crown's use of the Land Grant to promote settlement, the twin powers of church and state and their combined zeal in promoting Catholicism in the New World, and the eventual truce and alliance between the indigenous tribes and the Spanish government.

Other stories are woven into this cultural landscape. These include stories of European trappers and traders and their encounters with the Utes and Spaniards; of the expansion of railways into the region; of the birth of new towns with diverse heritages; and of water and land fights that continue into the present. The land and its stories continue to draw travelers and settlers. The ancient roads live on.



## Location

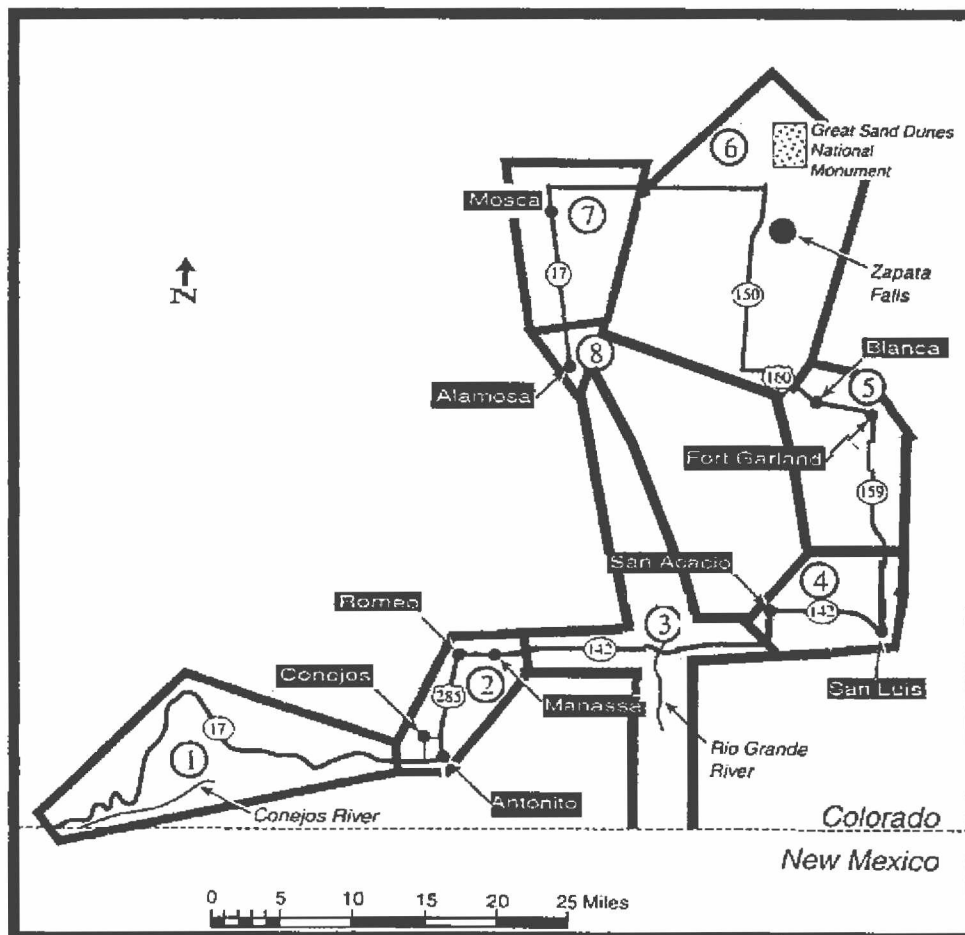
The Los Caminos Antiguos Byway is located in south central Colorado, in Conejos, Costilla, and Alamosa counties. The Byway consists of Alamosa County Lane 6, US Hwy. 150, US Hwy. 285, US Hwy. 160, Colorado Hwy. 17, Colorado Hwy. 159, and Colorado Hwy. 142. The byway also includes city streets in Antonito, Romeo, Manassa, San Luis, and Fort Garland.



## Planning Area Boundary

The Los Caminos Antiguos Byway consists of 8 planning zones, including: the communities of Antonito, Conejos, Romeo, Manassa, San Acacio, San Luis, Fort Garland, Blanca, Mosca, and Alamosa, the public roadways, public lands administered by the U.S. Bureau of Land Management (Zapata Falls Recreation Area). The public lands administered by the U.S. National Park Service (Great Sand Dunes National Monument), and the public lands administered by the U.S. Forest Service—Rio Grande National Forest and South San Juan Wilderness Area.

Implementation of the Los Caminos Antiguos Byway Plan may unavoidably affect private property. For example, the plan might influence changes in zoning or enforcement of existing ordinances. It should be noted that any such effect will occur only as it reflects the spirit of the Los Caminos Antiguos Byway, and that no development on private property will occur without prior, expressed approval of the landowner.



## **Chapter 2 – Byway Description**

### **Community Features**

### **Byway Significant Resources**

### **Visitor Use and Demand**

Through effective study of the Byway background, other partnership documents, and a working knowledge of the planning process, we can successfully compile an inventory of important characteristics and resources of the Los Caminos Antiguos Byway.



## **Byway Description**

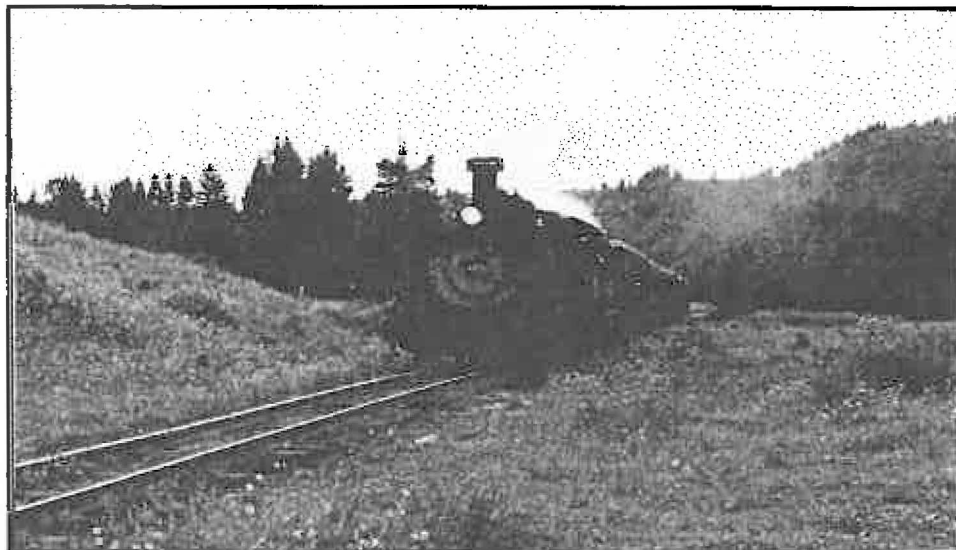
### **Community Features**

There are ten communities associated with the Los Caminos Antiguos Byway. These include the communities of Antonito, Conejos, Romeo, Manassa, San Acacio, and San Luis on the southern end of the byway; Blanca, Mosca, and Alamosa on the northern end of the byway; and Fort Garland, the major gateway to the byway. The following is a brief description of these communities and their relationship to the byway.

#### **Antonito**

Antonito is the southern gateway for the byway and connects the byway to Fort Garland via Colorado Hwy 17, Colorado 142 and 159. Antonito was originally built by the railroad as a switching station when the town of Conejos, just a mile north, refused to give the railroad the concessions it felt were needed. The town was a major switching point and at one time boasted over 3000 residents. Just south of town, the Celite Corporation operates one of the few Perlite mining facilities in the world, giving Antonito claim to being the Perlite Capitol of the World.

Antonito is the main depot of the Cumbres Y Toltec Narrow Gauge Railroad, recognized by historians as one of the best preserved historic railroads in the world.



## **Conejos**

Conejos is home to the oldest church in Colorado: Our Lady of Guadalupe Catholic Church. Originally erected in 1858, the church was destroyed by a fire on Ash Wednesday in 1926; a new chapel was built the following year. In 1948, the church was enlarged to its present size and embellished with twin towers.

Conejos houses Conejos County seat, and was the original community of the Guadalupe Land Grant in 1855.



## **Manassa**

The Los Caminos Antiguos turns east onto state Highway 142 passing through the hamlet of Romeo and into Manassa. Manassa was established by Mormon settlers in 1878, and named after Manasseh, son of Joseph in the Old Testament. Manassa also bears distinction as the hometown of heavyweight boxing champion Jack Dempsey, who held the title of world boxing champ from 1919 to 1925. Housed in the log cabin where he was born in 1895, the Jack Dempsey Museum exhibits photographs and mementos of his life and boxing career. In addition, within the area are Pike's Stockade, McIntyre Springs, and Sego Springs.

The farmers of this region make use of a unique irrigation system that combines surface and underground water to insure that they will never experience drought.

## **Romeo**

With a population of between 350 and 400, Romeo is but a shadow of what it once was. During the early part of the century, this little hamlet on the railroad, with its stockyards, potato exchange and vegetable packing sheds was both a shipping point and supply center for the central part of the county including Manassa only three miles to the east. A bank was located there in the two story brick Colonial Hotel building. Other small businesses catering to farmers and ranchers lined a block long main street. There were churches and later, after the hotel closed, that building was turned into a school house. That landmark burned to the ground in 1950.

The town was plotted in 1901 by Zeph Felt, a Denver developer. Felt bought the land on which the town was built and several adjoining ranches from a man named Romero. The place was to have been named Romero. But, so the story goes, the second "r" was dropped when another town already had the Spanish name.

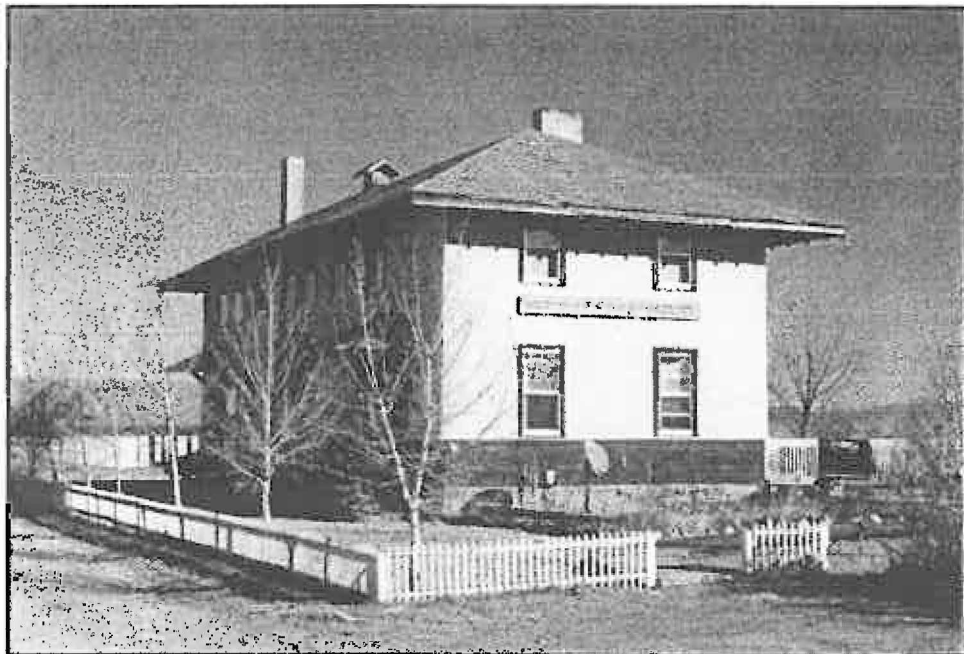


## San Acacio

The route continues east, across the Rio Grande River, through the town of San Acacio. Just south of the current community, at the old San Acacio plaza, is the site of the legend of San Acacio. The story, as told in both Hispanic and Indian lore, is that the residents of the community were frightened away by the sight of a mighty warrior carrying a great sword, and riding a magnificent white stallion.

In the town plaza is the original church, which also claims to be the oldest in Colorado and is an excellent example of Spanish Mission Churches. It is certainly the oldest one preserved in its original style and in constant use.

The new town of San Acacio is home to the depot of the San Luis Central Railroad. This rail line was one of the shortest commercial lines in the country.



## San Luis

San Luis is billed as the oldest town in Colorado and namesake of the San Luis Valley. It was established on April 5, 1851. The town's current population of 1000 residents continues to be fiercely proud of its heritage, striving to retain the historical and cultural influences that shaped the early communities of southern Colorado. San Luis is the home of the Sangre de Cristo Parish Church, built in 1886. The church was instrumental in creating San Luis's main visitor attraction, the Stations of the Cross Shrine, as part of its centennial celebration in 1986.

Located on La Mesa de la Piedad y de la Misericordia (Hill of Piety and Mercy), the Stations of the Cross Shrine is a series of graphic meditations on the last hours of Christ's life – His judgment, suffering and death – along an outdoor pedestrian walkway that winds up the hillside.

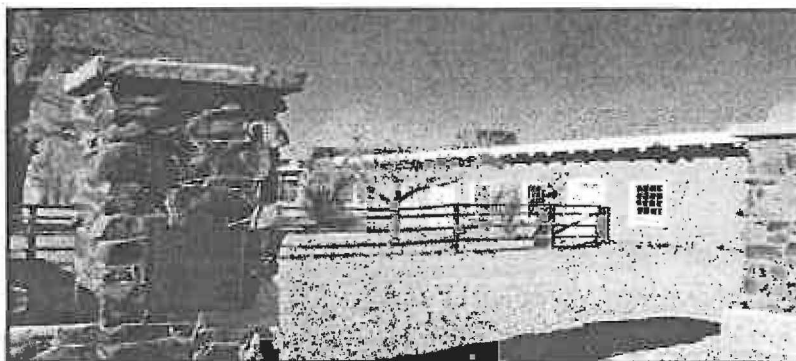


## **Fort Garland**

Fort Massachusetts was the first military fort built in the San Luis Valley, when this part of Colorado was still part of New Mexico Territory in 1852. Fort Massachusetts proved vulnerable to the elements and was a poorly chosen location for army operations. In 1858, it was abandoned and replaced by Fort Garland. For 25 years, the adobe Fort served to protect settlers and travelers from the Ute Indians. It was home to Commander Kit Carson and his Hispanic New Mexico Volunteers as well as to the famed Buffalo Soldiers in 1876-1879. The Colorado Volunteers were mustered here and sent to assist New Mexico at Glorieta Pass in 1862, defeating the Texas Confederates. By turning back the Confederates, Colorado gold fields were saved from Confederate hands. When it closed in 1883, Fort Garland went into private ownership, eventually housing many local residents. In 1928 it was bought by the Fort Garland Historical Fair Association expressly to preserve it as a historic site. In 1945, it was donated to the Colorado Historical Society, which worked extensively to restore and later opened it as a state museum.

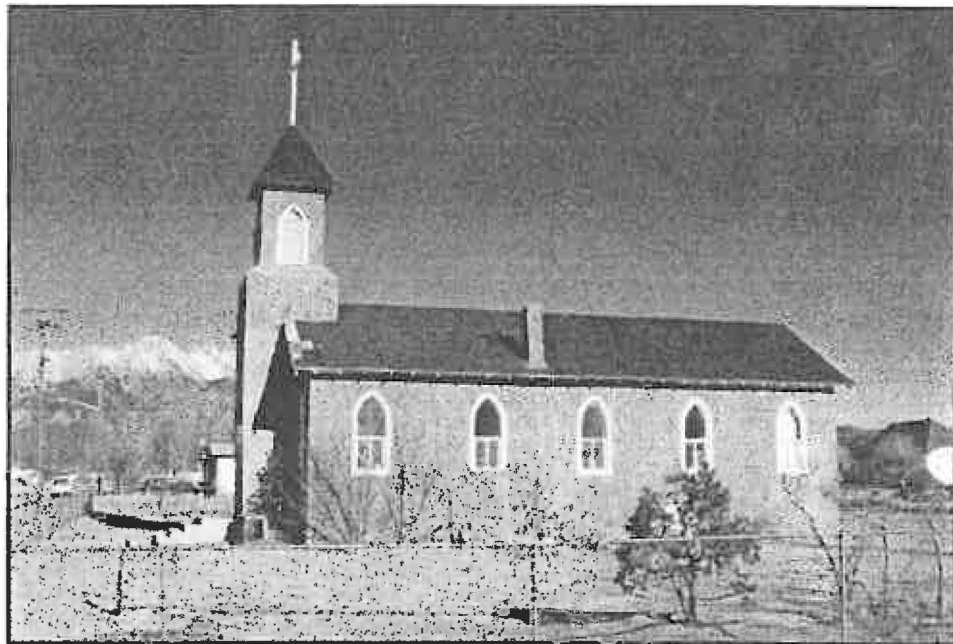
Today, the Fort Garland Museum stands as testament to western expansion and settlement as well as a crossroads for many peoples and cultures. Though no major battles were fought here, it facilitated the settlement of the Hispanic Culebra villages. It opened trails to travelers, traders and miners, as well as settlement from the Eastern U.S. It proved important for the building of the Denver and Rio Grande Railroad and the eventual founding of Alamosa.

Exhibit interpretation at Fort Garland Museum includes nineteenth century army life, officer's quarters, historical dioramas, Civil War in Colorado, the Buffalo Soldiers, nineteenth century transportation, Indian artifacts and Hispanic traditional arts. It hosts two military living history encampments and a Hispanic celebration of folkways and traditions. It recently installed a permanent Buffalo Soldier exhibit and has established a changing gallery for regional exhibits. Annually, it hosts "Christmas at the Fort," to give visitors a taste of Christmas in the nineteenth century. It boasts an active and vibrant volunteer group called Friends of Fort Garland.



## **Blanca**

The town of Blanca was the center of intense agricultural development. In the 1800's, investors and financiers from the east coast and as far away as the Netherlands saw the San Luis Valley as a supplier and market for Denver. A large community of Japanese farmers first settled in this area. Agriculture is still the primary focus today.



## **Mosca**

In 1866, the residents of Streator, Colorado changed the town's name to Mosca, and moved the whole town so that it would be in line with the coming railroad. The townspeople anticipated the rail lines would come into the valley over Mosca Pass, just east of the Great Sand Dunes National Monument. In this expectation, the town boasted the largest flourmill in the valley, two grain elevators, two lumberyards, two hotels, two blacksmiths, two barbers, two druggists, two churches, and one saloon. When the Denver & Rio Grande Railroad came, instead, over La Veta Pass, the boomtown of Mosca went bust.

Mosca is the closest byway community to the Great Sand Dunes National Monument, and is today a busy agricultural center producing quinoa, barley, potatoes and hay.

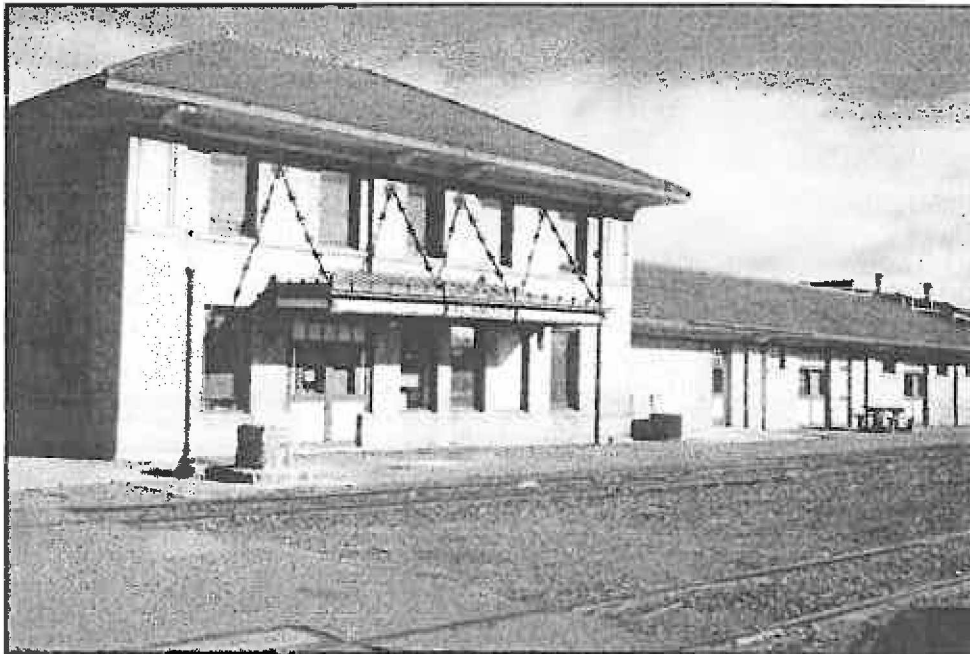


## **Alamosa**

Alamosa is Spanish for "cottonwood". After the Denver and Rio Grande Railroad reached Alamosa in 1878, rails were laid in all four directions from the town's center, thus making Alamosa the transportation and trading hub of the San Luis Valley. The only combined standard and narrow gauge roundhouse in the United States was located in Alamosa.

The city is home to Adams State College, founded in 1921, which offers associates, bachelors and masters degrees to 2,500 on-campus students and 7,000 extended-study students.

The town boasts several excellent examples of early architecture, and cultural traditions. Nearby, the Alamosa National Wildlife Refuge, and the Colorado Division of Wildlife's Playa Blanca State Wildlife Area play an important part in conserving the biodiversity of the region. Alamosa marks the end of the Los Caminos Antiguos Scenic and Historic Byway, and is the only byway community on the Rio Grande River.



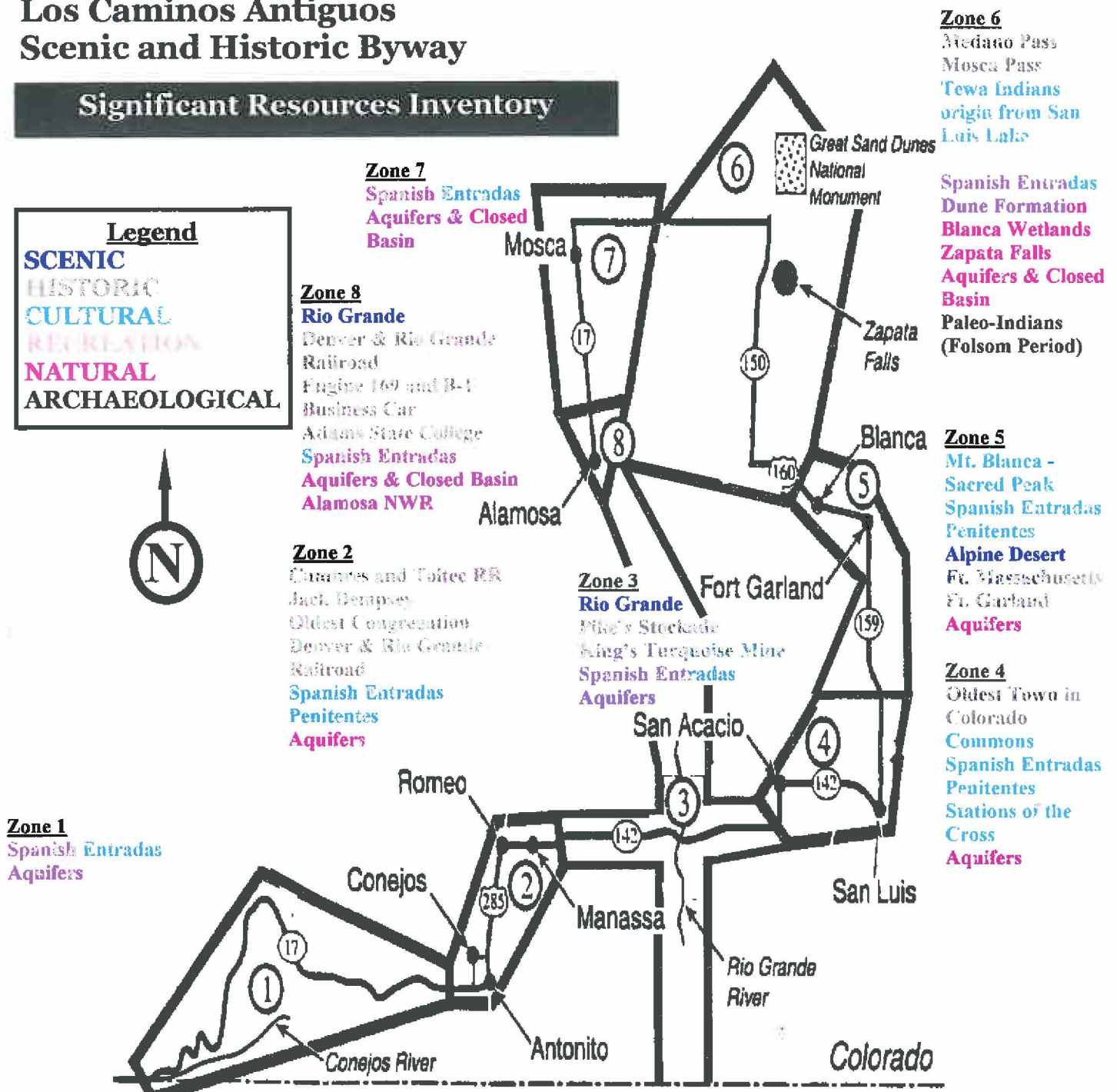


# Los Caminos Antiguos Scenic and Historic Byway

## Significant Resources Inventory

**Legend**

**SCENIC**  
**HISTORIC**  
**CULTURAL**  
**RECREATION**  
**NATURAL**  
**ARCHAEOLOGICAL**



### Significant Resources of the Los Caminos Antiguos Scenic and Historic Byway

Ft. Massachusetts and Ft. Garland – Stations of the Cross – Adams State College – Mountain Passes – Paleo-Indians (Folsom Period) – Origin Myths and Spiritual Power – Aquifers and Closed Basin – Oldest Congregation – Cumbres Y Toltec Narrow Gauge Railroad – Commons – Zapata Falls – Dune Formation – Denver & Rio Grande Railroad/Engine 169 and the B-1 Business Car – Oldest Town in Colorado – King's Turquoise Mine – Jack Dempsey – Pike's Stockade – Blanca Wetlands – Rio Grande – Penitentes – Spanish Entradas



## **Inventory of Significant Resources**

Although every avenue was explored when assembling this inventory of significant resources, it is possible that additional significant resources might be discovered during the research and writing of text for interpretive media. Three potential resources which could not be assessed for appropriateness to this section are: San Luis Courthouse, Taylor Tract and Land Grant, and El Valle, Communities from San Luis. It is recommended that these three, in particular, be assessed as potentially significant.

### **Paleo-Indians (Folsom Period)**

The cultural significance of the area surrounding the Byway can be directly linked by artifacts to some of the earliest known North American hunters, whose time frame is referred to as the Folsom Period. One San Luis Valley campsite has been dated to 10,900 years before present.

### **Origin Myths and Spiritual Power Points**

The people of some of the Pueblo cultures, particularly the Tewa, maintain a tradition that refers to the "sandy place lake far to the north," which is generally interpreted as being San Luis Lakes State Park. Blanca Peak is Colorado's fourth highest peak and one of the four sacred peaks of the Navajo Nation and the mythical home of White Shell Woman, an important deity in the origin myth of the people.

### **Ft. Massachusetts and Ft. Garland**

Fort Massachusetts was the first military fort built in the San Luis Valley, when this part of Colorado was still part of New Mexico Territory in 1852. Fort Massachusetts proved vulnerable to the elements and was a poorly chosen location for army operations. In 1858, it was abandoned and replaced by Fort Garland. For twenty-five years, the adobe Fort served to protect settlers and travelers from the Ute Indians. It was home to Commander Kit Carson and his Hispanic New Mexico Volunteers as well as to the famed Buffalo Soldiers in 1876-1879.

### **Oldest Town in Colorado**

The Town of San Luis, established in 1851, is the oldest town in Colorado and has been designated as a National Historic District. Among other features it includes the oldest store in Colorado still under management of the descendants of the original owners and the People's Ditch, the number one priority water right in the state.

### **King's Turquoise Mine**

The King's Turquoise Mine was first discovered by southwestern Indians who used its turquoise for personal adornment, religious ceremonies and trade. Mr. Israel Purvoise King dug into the mine in 1890 and in the late 1930s. W.P. King, his grandson, discovered the largest vein of turquoise ever found. The mine, still in the King family, produces fine blue and green stones.

### **Jack Dempsey**

The Town of Manassa is hometown to the famous boxing legend, Jack Dempsey. He was known as "The Manassa Mauler", a nickname he earned as he fought in the mining camps of the surrounding mountains.

### **Pike's Stockade**

Pike's Stockade is where explorer Zebulon Pike established a winter post in 1807. On their first encounter with Spanish soldiers, Pike and his men were taken prisoner and held for nearly one year.

### **Oldest Congregation**

The town of Conejos is the home of Our Lady of Guadalupe church, currently recognized for having the first congregation established in Colorado.

### **Cumbres & Toltec Narrow Gauge Railroad**

The Town of Antonito is the eastern departure for this narrow gauge railroad, which is the longest and highest narrow gauge railroad in the nation. It is jointly owned by the States of Colorado and New Mexico.

### **Zapata Falls**

Zapata Falls is a spectacular waterfall, located on the west slope of the Sangre de Cristo mountain range. Since the turn of the century, residents of the valley have enjoyed the falls for its recreational value as well as for its solitude and tranquility.

### **Adams State College**

The school was founded in 1921 by the Colorado General Assembly, and opened on June 17, 1925. The name Adams State honors long-time San Luis Valley resident, William "Billy" Adams, former state senator and governor of Colorado. Since 1925, the College has grown from a Normal school that offered a Bachelor of Arts degree in education with a life certificate to teach in Colorado public schools, to an institution offering Bachelor of Science, Bachelor of Arts, Master of Arts, associate degrees, and selected pre-professional programs of study.

### **Spanish Entradas**

A century after Columbus anchored in the Caribbean, Don Juan de Onate claimed all lands drained by the Río Bravo del Norte for King Phillip II of Spain. During the next six decades of the 1500's, four Spanish Entradas (expeditions) penetrated the Rio Grande region at the southern end of the Valley. The Camino Real, the Old Spanish Trail and a network of abandoned forts and encampments trace the Entradas of Don Diego de Vargas in the 1690's, Juan Maria Antonio de Rivera in 1765, and Juan Bautista de Anza in 1779.

### **Penitentes**

The Fraternal Society of Our Father, Jesus of Nazareth, commonly referred to as Penitentes, has long been a part of every Hispanic community in southern Colorado and northern New Mexico.

### **Stations of the Cross**

A series of sculptures that depict the last hours in the life of Christ, Stations of the Cross is a half-mile trail located in the center of San Luis and built by the parishioners of the Sangre de Cristo Parish.

### **Aquifers and Closed Basin**

Elevations in the San Luis Valley and surrounding mountains are responsible for the artesian wells and the closed basin in the northern end of the Valley. Closed basin means that water flows into the northern part of the valley but none flows out; this also creates the pressure required for artesian wells to develop.

### **Rio Grande**

Originating in the San Juan Mountains, the river twists its way through the San Luis Valley on a 1,900-mile journey towards the sea. It was once called El Rio Bravo del Norte, "the fierce river of the north". The river offers excellent fishing, photographic, educational/wildlife viewing and family rafting opportunities, as well as serving as a lifeline of water to three states for irrigation.

### **Commons**

The San Luis Vega (La Vega). A relatively small section of the million acres of the Sangre de Cristo Land Grant was deeded to the people of the Culebra Valley and is the last remaining commons in Colorado.

### **Denver & Rio Grande Railroad/ Engine 169 and The B-1 Business Car**

Colorado's first home railroad, the Denver and Rio Grande was begun in 1871. By 1890 the San Luis Valley was an important hub in which arriving trains brought passengers and supplies and departed with ore, lumber, livestock and produce. The rare train pieces preserved in the valley represent the important role of narrow gauge railroading in developing Colorado. The B-1 Business Car was built in 1880 and operated for many years as the Commissary Car of the D&RG's "President's Train". Engine 169 was built in 1883 as a T-12 passenger car locomotive. Only two T-12 locomotives still exist. Engine 169 ran in Utah, on the Chili Line between Antonito and Santa Fe, and between Alamosa and Durango. Engine 169 also ran at the New York World's Fair 1939-40.

### **Blanca Wetlands**

Managed by the BLM, Blanca Wetlands is a 7000-acre wetlands. It provides spectacular wildlife viewing, photography, and fishing and hunting opportunities.

### **Dune Formation**

For eons the winds have swept across the San Luis Valley, picking up sand and dust and carrying it eastward. As the wind funneled through three mountain passes, the sand was dropped at the base of the Sangre de Cristo Mountains to form the sand dunes of the Great Sand Dunes National Monument.

### **Mountain Passes**

By way of high mountain passes, Spanish Entradas, explorers, travelers, and Native Americans throughout the centuries have accessed the San Luis Valley. Medano Pass was a route used regularly by fur traders and trappers who moved through from the east looking for riches in the southwest part of the state. Captain John Fremont considered the pass a worthy candidate for a railroad crossing, although he noted it would not work for a stage road because the sand would "choke" the western end. Today it is a well-traveled 4-wheel drive road. Mosca Pass directly south of Medano Pass, divides the waters of Mosca Creek to the west and May Creek to the east. Zebulon Pike crossed the pass in 1807 (although some writers claim Pike used the Medano Pass route), then Gunnison crossed in 1853. Hiking the trail from the Great Sand Dunes National Monument is an excellent way to enjoy this pass.

One of most spectacular passes encountered by travelers along the byway is Cumbres Pass. Cumbres is the Spanish word for "summit" or "crest". In the 1870s, the Hayden survey party came through this area. William H. Jackson, the famed photographer, accompanied the surveyors and took numerous photographs of the beautiful scenery and surrounding landscape. The Cumbres Y Toltec Narrow Gauge Railroad has always been an important mode of access over the pass, and still runs today.

## **Visitor Use and Demand**

During the summer of 1998, researchers from Northern Arizona University distributed a survey to Los Caminos Antiguos Scenic and Historic Byway visitors. The focus of this research was to gather information from visitors to develop a benefits-based management plan for the LCA Byway and surrounding attractions. Results of the survey provide insight into the desires of LCA Byway visitors as well as visitors to specific nature and cultural/historic-based attraction sites.

Information on Byway visitors was collected using a combination on-site interview and an in-depth mail-back questionnaire. Types of information gathered on Byway visitors included: trip characteristics, activity participation, benefits and experiences sought, services and facilities desired, and demographics.

The survey was conducted during June, July, and August of 1998. Visitors were contacted at a variety of recreation and attraction sites during morning, afternoon, and evening interview time blocks. A total of 1000 visitors were contacted by researchers during the study period. From this pool, 617 valid surveys were obtained, a response rate of 62 %.

## **Statistics of Visitors to the Byway**

### **TRIP CHARACTERISTICS**

- Over half of visitors (58.8%) were engaging in a repeat visit to the LCA Byway. Of these repeat visitors, over two-thirds (72.5%) had been in the area 1 or fewer times in the past year.
- One-half of visitors (50.1 %) were on a vacation with the LCA Scenic Byway as a part of a larger trip.
- The two most utilized forms of accommodations by visitors were hotel/motel (32.7%) and public campgrounds (26.3%). Close to a quarter of respondents (24.5 %) did not stay overnight in the area.
- The major forms of information sources used by at least one-fifth of visitors are: maps of the area (47.6%), past experience (43.6%), friends and relatives (35.7%), and travel books/guides (27.4%).

When asked if they were aware of being on a Scenic Byway, 50.8% of visitors responded no. Visitors were then asked if knowing that they were on a Scenic Byway influenced their impression of the area, and over one-half (61.0%) answered no.

## **ACTIVITIES**

There were four activities that were participated in by over one-third of the visitors to the LCA Byway. General sightseeing was identified by 80.4%, photography by 43.9%, viewing wildlife by 38.4%, and hiking by 34.7%.

## **BENEFITS FOUND IMPORTANT AND ATTAINABLE**

Visitors were asked to rate the importance of a list of benefits they could attain during their visit (-3=very unimportant to +3=very important). The three most important benefits to this sample group were "Enjoying the natural scenery" (mean = 2.6), "Spending time with my family" and/or friends (mean = 2.4), and "Get away from the usual demands of life" (mean = 2.1).

Visitors were also asked to rate how much they were able to attain particular benefits during their visit (1=not at all able to 4=totally able). Respondents found "Enjoying the natural scenery" (mean = 3.7), "Spending time with family and/or friends" (mean 3.6), and "Being with people who enjoy the same things I do" (mean = 3.4) as the benefits most able to attain.

## **DESIRED SETTING CHARACTERISTICS**

Visitors to cultural/historic sites along the Byway were asked to rate how important certain setting characteristics are to their recreation trip and the degree to which they would or would not like to see it changed (1=a lot less to 5=a lot more). The three most desired setting characteristics identified by visitors included "Preservation of traditional architecture", "Guest services" (hotels, restaurants, etc.), and "Cultural events". Each of these characteristics had a mean higher than 3.0.

Visitors to nature-based sites were asked to rate how important certain setting characteristics are to their recreation trip and the degree to which they would or would not like to see it changed (1=a lot less to 5=a lot more). The three most desired setting characteristics identified by visitors include "Facilities" (restrooms, picnic tables, etc. provided), "Staff available to talk to visitors", and "Facilities maintenance". Each of these characteristics had a mean higher than 3.0.

### **SERVICES AND FACILITIES FOUND IMPORTANT AND AVAILABLE**

Visitors were asked to rate the importance of various types of services and facilities in their most enjoyable zone (-3=very unimportant to +3=very important). Visitors found "Public restrooms" (mean = 1.84), "Brochures and maps" (mean = 1.7), and "Roadside signs" (mean = 1.6) to be the three most important services and facilities.

Additionally, visitors were asked to rate the availability of various services and facilities throughout the entire byway (1=not at all available to 4 = totally available). "Public restrooms" (mean = 1.8), "Brochures and maps" (mean = 1.7), and "Roadside signs" (mean = 1.7) were the top three identified.

### **BENEFITS OF THE LCA BYWAY TO OTHERS**

Visitors were asked to rate what benefits their most enjoyable zone could provide to others (1=not at all important to 5=extremely important). Respondents from this zone felt strongly that the LCA Byway can help others through managing for the areas cultural resources. The top three responses in this category are: "Reduced looting and vandalism of cultural, historic, and religious sites" (mean = 4.5), "Increased quality of life" (mean = 4.1), and "Improved relationship with the natural world" (mean = 4.1).

## **VISITOR DEMOGRAPHICS**

The vast majority of visitors are white. (90.9%).

The two most represented states account for more than half of the visitors to the byway. Colorado represents 42.5% and Texas represents 14.4%.

Half of visitors came to the LCA Byway as a family (51.7%). One-quarter (25.4%) come as a couple.

Two-thirds of visitors (67.3%) are presently employed, while almost one-fifth are retired (19.6%). Present occupations frequently mentioned include education, training and library (23.6%) and business and financial operations (9.3%).

Two-thirds who visited the Byway are married with children (66.7%); over half are male (57.8%); and the average age is 49.1.

The visitors who found the Byway most enjoyable are highly educated. Most (84.0%) have some level of college education. This corresponds with an associated high level of income: over two-thirds (68.8%) have an income \$40,000 or higher.

## **Chapter 3 – Our Mission and Vision**

### **Mission Statement and Vision**

#### **Goals**

#### **Byway Niche**

#### **Issues and Opportunities**

With a clear understanding of the Los Camino Antiguos Byway resources, features, and visitor demands, the Byway can gain a sense of self-direction and purpose.



## **Our Mission and Vision**

### **LOS CAMINOS ANTIGUOS BYWAY MISSION STATEMENT**

*Our mission as a regional partnership is to interpret, facilitate community development, and market the products of the cultural and historic traditions, natural resources, and diverse communities of the Los Caminos Antiguos Byway.*

### **OUR VISION FOR LOS CAMINOS ANTIGUOS SCENIC AND HISTORIC BYWAY**

Through the telling and retelling of the traditional stories, we will assist in the preservation and protection of the cultural diversity of the region. We will participate in historical research, restoration and preservation efforts in partnership with local communities and agencies. We will utilize the scenic and historic byway as a vehicle for sustainable community economic development, focusing our attentions first on those communities most in need of assistance. We will work to protect the open spaces and view shed integrity along the byway.

In partnership with the many land managers in the region, we will work at linking the cultural-historical tourism markets and products to those of the existing recreation market. We will develop a regional tourism and recreational infrastructure, and create further recreational opportunities to better meet the needs of visitors, merchants, and residents alike. We will utilize the byway as a regional marketing tool, and will coordinate interpretive efforts among partners sharing the byway corridor. In addition, we will work to preserve the rural quality of life. This includes valuing smallness, but not sameness; maintaining the integrity and self-determination of our local communities; protection of the land, water, and biodiversity of the ecosystem; and preservation of our many folkways or "ways of life".

## **OVERALL BYWAY GOALS FOR THE LOS CAMINOS ANTIGUOS BYWAY**

**Cultural Diversity & Resources** – To ensure preservation and protection of the cultural diversity of the region.

**Historic Preservation** – To participate in historical research, restoration, and preservation efforts in partnership with local communities and agencies.

**Community Economic Development** – To help create sustainable community economic development along the Byway.

**Open Spaces** – To protect the rural farm and ranchlands, open spaces, and view shed along the route.

**Natural Resources** – To protect the land, water, and biodiversity of the ecosystem, by working in partnership with the many land managers in the region.

**Byway Infrastructure Enhancement & Recreation** – To enhance tourism and recreational infrastructure, and create further recreational opportunities to better meet the needs of visitors, merchants, and residents.

**Signage** – To develop signage that presents a clear, professional, attractive, and consistent message along the corridor.

**Education** – To increase awareness, understanding, stewardship, and appreciation for the rich natural and cultural history and traditional lifestyles.

**Interpretation** – To coordinate interpretation efforts among partners sharing the Byway corridor.

**Marketing** – To ensure the byway's vision and goals are met by marketing the various Byway opportunities, attractions, and communities so that visitor preferences and expectations are matched with actual products.

**Rural Quality of Life** – To sustain the rural values unique to each byway zone.

**Pursue National Byway and Heritage Area Designation**

**Pursue State-To-State Connection – New Mexico**

**Develop Regional Byway Outreach Staff**

**Develop Regional Byway Internship Program**

## **Byway Niche**

What is a niche? Niche in this document refers to the byway's relationship to other byways in Colorado and the United States. Niche also refers to the Los Caminos Antiguos Byway's unique qualities and products.

### **Los Caminos Antiguos Byway's Niche**

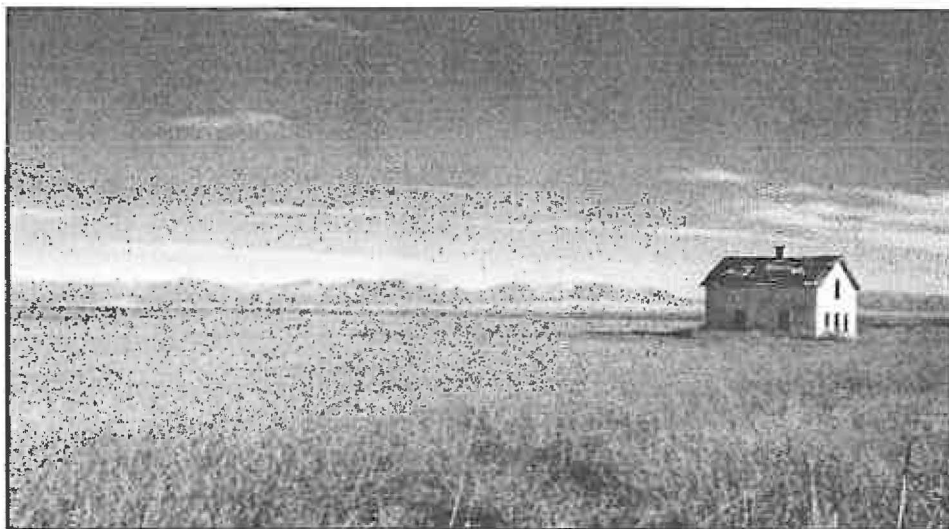
Visitors to the LCA Byway enter the world of the Rio Bravo del Norte, the northern outpost of sixteenth century Spanish territorial expansion.

Following in the footsteps of ancient travelers, the visitor can gain an understanding of the early Indians, explorers, conquerors, and priests who first encountered the San Luis Valley and Colorado.

The Los Caminos Antiguos Byway offers unique opportunities to discover and learn about the rich Hispanic culture and communities in the San Luis Valley. In San Luis, the oldest town in Colorado, visitors can observe farming traditions and methods that date back to the days of the Spanish land grants.

The Los Caminos Antiguos Byway features a profusion of dramatic scenery, wetlands, and wildlife, and showcases one of the most unique geological formations in the world: The Great Sand Dunes National Monument.

Along with all the other exceptional features of the byway, visitors can relive the days of the narrow gauge with an excursion on the Cumbres Y Toltec Narrow Gauge Railroad.



## **Issues and Opportunities**

Many issues face the Los Caminos Antiguos Byway region today. The key to successful management of an area is to resolve issues, look for opportunities to improve, and plan for the future.

### **Issues**

Unplanned Growth Increasing visitation and increasing migration to the region and state have caused the people of the Los Caminos Antiguos Byway region to look carefully at growth. Elements such as rural lifestyles, cultural integrity, and historic downtown areas are very important to the local people. Growth must be carefully planned in order to preserve our communities and cultures.

Loss of Scenic Areas The Los Caminos Antiguos Byway has many scenic areas and open spaces that are highly valued and make the byway, and the San Luis Valley, a special place. Most communities desire economic growth that strengthens the existing economies. However, a careful balance is needed to ensure that these rural and scenic areas remain for future generations. Adequate long-term planning is needed to ensure that these values are not lost.

Mix of Land Ownership The Los Caminos Antiguos Byway is a blend of private property, Bureau of Land Management, National Forest, State Lands, The Nature Conservancy, communities, and National Park Service lands. This mixed land ownership makes management of the area a challenge. Trespass and other negative impacts to private property are possible. An awareness and respect for the land and for the people who live there need, to be developed.

Services The increased visitation to the byway region has resulted in, and will continue to result in, a greater demand for services. These services include law enforcement, sanitation, transportation, search and rescue, fire protection, interpretation and education. There is a need to formulate a proactive development plan for future infrastructure needs.

Signing With so many agencies and partners involved in the Byway, there could easily be confusion with many different types, colors, and sizes of signs. A coordinated sign strategy is needed.

Marketing Previously, some marketing efforts were intended to simply increase the number of visitors. This concept could be very negative for the Los Caminos Antiguos Byway. Target Marketing - matching what visitors want with what they get - is a better method for success. A coordinated approach, providing consistent messages from all marketing providers in the valley, is needed in order to be successful.

Implementation of the Byway Plan Diligence and determination will be required in implementing the Byway plan over the long term.

### **Opportunities**

Resolve Issues - Increase Funding Base By working together, we can accomplish more and deal more effectively with existing issues, as well as issues in the future. Many funding opportunities exist for organizations that have long-range plans and clearly defined vision and goals.

Strengthen Local Community Economies Tourism is a major industry in Colorado. The communities along the Byway benefit from Byway-related tourism. The communities also benefit by rebuilding and restoring their downtown areas in ways that feature their historic and cultural significance. There are many opportunities for small businesses in each community, and the Los Caminos Antiguos Byway is an economic tool that can encourage their success.

Cultural and Natural Resource Preservation There are many cultural, historic, and natural resources important to the people of this region. Within this plan the people of the region have identified the resources and intrinsic qualities important to them; the agencies and others can work together toward fulfillment of common goals.

Local Involvement and Working Together Rather than traditional government management (in which each agency manage its areas independently), the byway has brought agencies and private parties together to achieve a common vision for this region.

Focus on Education The Byway can focus education on the rich cultural history, natural resources, traditional lifestyles, and land uses that have endured. We must encourage an understanding and respect for our traditional lifestyles such as farming and ranching.

Increased Collaboration and Communication There is a great opportunity to bring together a crosssection of citizens who can address new issues and concerns. Such a collaboration that involves local citizens and the various agencies can have a very strong voice in the state, as well as the nation, for funding support and other benefits.

Well-Planned Infrastructure Developments Through this collaborative planning effort, more appropriate and updated tourism infrastructure can be planned and developed, such as: support for the Rio Grande River Park, rest area facilities for gateway and interpretive locations, and improvements for community visitor centers and museums.

Coordinated Marketing There is a clear need to coordinate our marketing efforts. This can accomplish two things:

- 1) We can provide consistent and accurate messages about what products we have to offer.
- 2) We can save money by developing cooperative and shared advertisements that reach our target audience more effectively and at lower cost.



## **Chapter 4 – Goals, Objectives, and Actions**

### **Section I – Overall Byway Goals**

### **Section II – Zone Project Action Program**

With a clear path and vision, the Byway can build significant goals and actions to enhance the lives and prospective of the Byway populace, and its visitors.



## **Section I - OVERALL BYWAY GOALS, OBJECTIVES, AND ACTIONS**

**Cultural Diversity & Resources** - To ensure preservation and protection of the cultural diversity of the region.

Objective:

- Partner with local communities to develop and/or support existing cultural programs.

Actions:

- ✓ Develop a regional calendar of events that includes traditional *celebraciones*.
- ✓ Undertake an oral history project, focusing on the unique cultural heritage.
- ✓ Utilize and expand on uses of Los Caminos Antiguos documentary, teaching guide, and webpage.
- ✓ Assist in the presentation and mentoring of local storytelling traditions.

Objective:

- Partner with local communities, higher education, and the regional art community to preserve and foster local folk art and folkways.

Actions:

- ✓ Work with local artisans to develop and conduct workshops related to the traditional folk arts such as adobe, culinary and herbal classes, spinning and weaving disciplines, colcha stichery, and religious arts (santos, bultos, and retablos).

Objective:

- Assist in the preservation of archeological sites along the byway.

Actions:

- ✓ Work with the Smithsonian Museum, Colorado Historical Society, local land managers, and land use offices to identify archeological sites for protection.

**Historic Preservation** – To participate in historical research, restoration and preservation efforts in partnership with local communities and agencies.

Objective:

- Partner with local communities in their efforts to rebuild and restore the downtown areas in ways that feature the historical significance of each community, and its link to the byway.

Actions:

- ✓ Assist communities in each byway zone regarding funding sources, historical research, surveying, planning, restoration, and preservation of significant historical sites.
- ✓ Particular attention of historical preservation will focus on adobe structures (i.e. churches, Moradas, and downtown areas).



**Community Economic Development** – To help create sustainable community economic development along the Byway.

Objective:

- Develop and support Main Street Revitalization Projects that preserve the integrity and character of the area.

Actions:

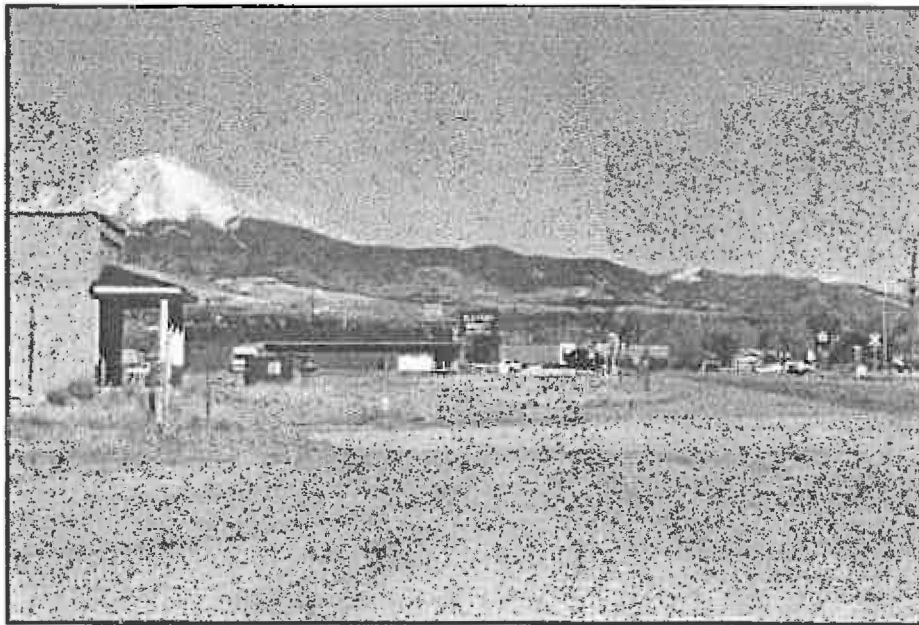
- ✓ Assist in obtaining technical assistance in landscape architecture design and planning.
- ✓ Formulate funding opportunities for revitalization projects throughout the byway.
- ✓ Support existing merchants along the byway with customer orientation, small business development services, and coop marketing efforts.
- ✓ Assist in the marketing and/or developing of empty commercial space.

Objective:

- Support and collaborate with grassroots sustainable economic development efforts.

Actions:

- ✓ Encourage the development of cottage industries that will compliment the natural and cultural attributes of the area along the byway.
- ✓ Support the development of alternative building technologies, such as adobe brick manufacturing.
- ✓ Produce an inventory of handmade and locally grown goods and vendors.



**Open Spaces** – To protect the rural farm and ranchlands, open spaces, and view shed along the route.

Objective:

- Actively participate with local planning and land use entities to mitigate adverse development within the byway corridor.

Actions:

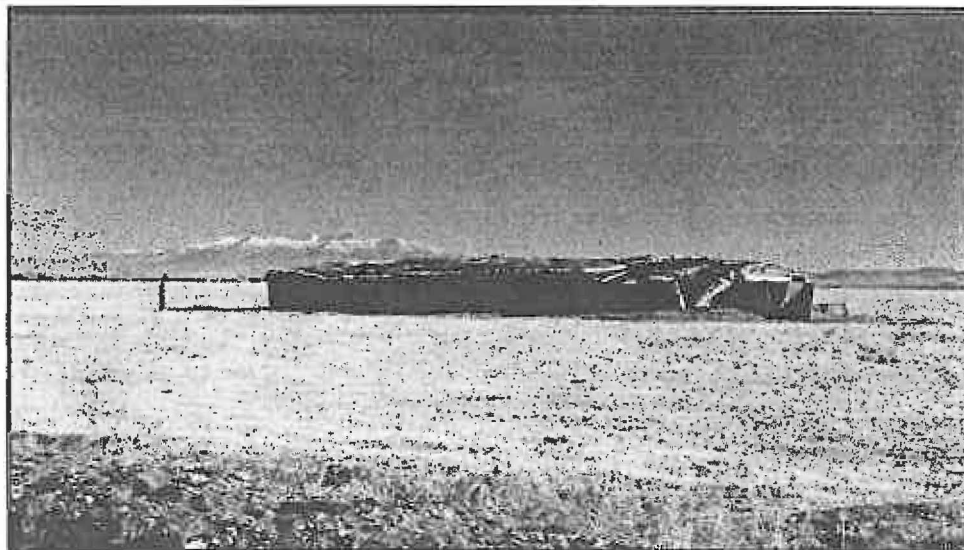
- ✓ Maintain a visible profile locally on land use and development issues.
- ✓ Make the Los Caminos Antiguos Corridor Management Plan available for review to all land use and development groups along the byway.
- ✓ Work with local land trust organizations (i.e. Rio Grande Headwaters Land Trust, American Farmland trust) to encourage usage of conservation easements.
- ✓ Review other agency, community, and regional development plans.

Objective:

- Maintain a clean and attractive appearance along the byway, by working with partnerships and agencies.

Actions:

- ✓ Promote existing adopt-a-road programs along the byway.
- ✓ Encourage community groups to beautify byway towns and cities. Examples include: planting trees and flowers, landscaping, property upkeep, etc.
- ✓ Organize an annual cleanup on heavily used areas along the byway.
- ✓ Encourage cleanup activities along private lands.



**Natural Resources** – To protect the land, water, and biodiversity of the ecosystem by working in partnership with the many land managers in the region.

Objective:

- Educate the visitors and residents along the byway on the benefits of protecting significant natural resources.

Actions:

- ✓ Working with local partners, promote appreciation of habitat diversity through watchable wildlife opportunities, educational materials, and interpretive messages.
- ✓ Participate in Project Wild, and Project Wet training programs sponsored by the Colorado Division of Wildlife, and other educational programs pertaining to the protection of natural resources.

Objective:

- Assist in the protection of water resources within the valley ecosystem.

Actions:

- ✓ Work with the Acequia water management groups to help maintain the significance and uniqueness of this communal ditch irrigation system.
- ✓ Working with local partners and educators, inform visitors to the byway about the critical nature of soil and water management and conservation, using interpretive and educational materials.

Objective:

- Provide opportunities to visitors and residents to learn about stewardship of the land.

Actions:

- ✓ Work with local land managers and agencies to establish programs of learning, and provide opportunities for the visitor to actually connect with landowners.

**Byway Infrastructure Enhancement & Recreation** – To enhance tourism and recreational infrastructure, and create further recreational opportunities to better meet the needs of visitors, merchants, and residents.

Objective:

- Identify and inventory byway tourism infrastructure needs for zone-specific application.

Actions:

- ✓ Work with community focus groups, local merchants, and public officials to develop a zone-by-zone prioritized tourism infrastructure needs list, and projected costing per need.
- ✓ Utilize the visitor and community Northern Arizona University (NAU) Byway survey data to assess possible tourism infrastructure needs.
- ✓ Develop a tourism infrastructure needs byway zone map for clarification of project scope, location, and funding priority.

Objective:

- Identify and inventory byway recreational infrastructure needs for zone specific application.

Actions:

- ✓ Work with community focus groups, local merchants, and public officials to develop a zone-by-zone prioritized recreational infrastructure needs list, and projected costing per need.
- ✓ Utilize the visitor and community NAU byway survey data to assess possible recreational infrastructure needs.
- ✓ Develop a recreational infrastructure needs byway zone map for clarification of project scope, location, and funding priority.

Objective:

- Provide for a range of recreational opportunities that respond to the needs of visitors and the local community.

Actions:

- ✓ Work with agency, community, and private partnerships to develop and support recreational activities and opportunities within the Byway management zones.

Objective:

- Provide hospitality and service training for merchants, visitor center personnel, and frontline greeters along the byway.

Actions:

- ✓ Work with Adams State College, the Colorado Byways Commission, and the National Scenic Byways Resource Center to develop and implement an ongoing service-oriented training program on the Los Caminos Antiguos.

**Signing** – To develop signage that presents a clear, professional, attractive, and consistent message along the corridor.

**Objective:**

- Provide adequate byway directional and interpretive signage.

**Actions:**

- ✓ Construct gateway kiosks and low profile interpretative displays along the Byway route, as recommended in the Los Caminos Antiguos Interpretive Plan.
- ✓ Contract fabrication of logo identifier signs for placement on byway directional signs and appropriate significant resources.
- ✓ Work with state and local Colorado Department of Transportation personnel on interpretative signage and directional signage placement, approach, and design issues, as described in the LCA sign and interpretive plan.

**Objective:**

- Monitor sign congestion, sign pollution, and nonconforming signs along the byway route.

**Actions:**

- ✓ Work with local land use offices and community groups to eliminate and prevent sign pollution.



**Education** – To increase awareness, understanding, stewardship, and appreciation for the rich natural and cultural history and traditional lifestyles.

Objective:

- Provide educational opportunities to enhance appreciation, understanding, and awareness of the natural, historic, and cultural significance along the route.

Actions:

- ✓ Work with Byway partnerships to develop 1) museum exhibits, 2) tours of interest, 3) self-guided tour booklets, 4) aesthetic educational programming/ artist-in-residence youth curriculum, and 5) electronic educational media (video, internet, touch screens, etc.).
- ✓ Work with and support local educators and institutions to develop curricula focused on the cultural heritage of the area.
- ✓ Support existing environmental education programs, and work to expand emergent environmental education programs along the Byway.
- ✓ Encourage the production and distribution of articles and books relating to the significant resources along the Byway.



**Interpretation** – To coordinate interpretive efforts among partners sharing the Byway corridor.

Objective:

- Provide information along the Byway route that promotes a greater understanding and appreciation of past and present natural history, cultural history and traditions, historical significance, archeological assets, and land and water importance.

Actions:

- ✓ Work with Byway partners to coordinate region-wide interpretive planning efforts.
- ✓ Working with partnerships, produce roadside interpretive exhibits as described in the Byway Interpretive Plan.
- ✓ Partner to develop printed material that has cohesive interpretive messages.
- ✓ Work to support and develop living history reenactments along the route.
- ✓ Involve Byway residents in development of interpretive media (e.g. publications, signs, etc.).
- ✓ Utilize interactive technology wherever possible.

**Marketing** – To ensure the Byway’s vision and goals are met by marketing the various Byway opportunities, attractions, and communities so that visitor preferences and expectations are matched with actual products.

Objective:

- Generate public relations materials, informational products, value-added retail offerings, and events to promote and enhance the awareness and economic viability of the Byway, through partnership with local communities, businesses, and stakeholders.

Actions:

- ✓ Develop and/or enhance: ongoing public relations campaign, church tours, bicycle tour packages, drop camping services, tour guide books, tour of murals along the Byway, bus and jeep tours, watchable wildlife tours, marketing brochures/rack cards/tabloids, video documentary, publishing of local lore and history, artisan studios & galleries tours, driving tour tape, coffee table photo essays, and any other feasible products or events applicable to the Byway and its mission.

Objective:

- Increase the number of tourists coming to the communities along the Byway year-round.

Actions:

- ✓ Work with community interests to develop more off-season attractions and events.
- ✓ Through the use of cooperative partnership efforts, focus off-season marketing mix towards the front range.
- ✓ Market the Byway within the context of Heritage Tourism.

Objective:

- Increase destination visitation in the Byway communities in order to increase revenue.

Actions:

- ✓ Develop a 5-year marketing plan.
- ✓ Tap front range and New Mexico markets with continuous Byway awareness messages.
- ✓ Segment the market with targeted product-specific Byway offering messages on a regular basis.
- ✓ Working with community interests, local tourism boards, and chamber of commerce offices, establish a presence and participate within the travel tradeshow segment, marketing to group and travel consultants.

Objective:

- Identify the carrying capacity of the Byway.

Actions:

- ✓ Implement a demographical marketing survey to assess Byway usage.

**Rural Quality of Life** – To sustain the rural values unique to each byway zone.

Objective:

- Inform the visitor about the importance of sustaining the rural lifestyle and its values.

Actions:

- ✓ Work with the Acequia water management groups to inform the visitor on the significance and uniqueness of this communal ditch irrigation system.
- ✓ Through zone-specific interpretive roadside displays, give the visitor an appreciation for the rural landscape and its traditions.
- ✓ Through zone-specific interpretive roadside displays, give the visitor an appreciation for the agricultural significance of ranching and farming.
- ✓ Through zone-specific interpretive roadside displays, give the visitor an appreciation for the water and its role in the landscape and lifestyle of the San Luis Valley.

## **Pursue National Byway and Heritage Area Designation**

### Objective:

- Implement the necessary steps to realize National Byway and Heritage Area Designation.

### Actions:

- ✓ Work with and inform national, state and local political officials.
- ✓ Work with the National Byway Resource Center.
- ✓ Work with the Colorado State Byway Coordinator.
- ✓ Complete the National Byway Designation application.
- ✓ Complete National Heritage Area application.
- ✓ Effective of actions described in the corridor management plan.
- ✓ Fulfillment of all current grant activities.
- ✓ Completion of 5-year marketing plan.

## **Pursue State-To-State Connection – New Mexico**

### Objective:

- Implement the necessary steps to realize a state-to-state Byway connection.

### Actions:

- ✓ Refine route selection.
- ✓ Work with and inform state and local political officials.
- ✓ Contact New Mexico Byway delegation.
- ✓ Work with the New Mexico State Byway Coordinator.
- ✓ Work with the Colorado State Byway Coordinator.
- ✓ Effective of actions described in the corridor management plan.

## **Develop Regional Byway Outreach Staff**

### Objective:

- Establish a Byway contact and staffing pool of local citizens.

### Actions:

- ✓ Work with local partners, employers, and educational institutions to formulate a program for local participants.
- ✓ Develop a "friends" organization for the Byway.

## **Develop Regional Byway Internship Program**

### Objective:

- Establish a Byway internship program, focusing on local students.

### Actions:

- ✓ Source national programs and local sponsors for intern support and funding capacity.
- ✓ Work with local educational institutions to promote cultural heritage-based internships.

## **Section II – Zone Project Action Program**

### **Management Zone 1**

#### **Open Spaces**

##### **Support Actions:**

- ✓ Work with local agencies to maintain the scenic integrity of the foreground and background scenery along the Byway.

#### **Natural Resources**

##### **Support Actions:**

- ✓ Coordinate with partners to keep soil losses within land management agency tolerance limits, and support to maintain acceptable amounts of ground cover.
- ✓ Support protection for the environment from air pollution as much as possible.
- ✓ Work with partnerships to help maintain or improve the integrity of aquatic ecosystems to provide for good water quality, stream-channel stability, water yield, and aquatic resources.
- ✓ Support local agencies in maintaining or improving the health and vigor of all native plant associations.
- ✓ Work with partners to ensure the sustainability of viable populations of all native wildlife species by helping with the maintenance or improvement of habitat projects on federal and private lands.
- ✓ Work with partners to support activities that supply forage to sustain wildlife and permitted-livestock populations without damaging range conditions or wildlife habitat.
- ✓ Work with partners to protect, conserve, and restore important terrestrial and aquatic habitats. These include riparian areas, wetlands, and representative examples of native plant and animal communities.
- ✓ Work closely with appropriate agencies and private landowners along the Byway to protect, conserve, and improve habitat for Threatened, Endangered, and Sensitive species.

## **Byway Infrastructure Enhancement & Recreation**

### Project Actions:

- ✓ Work with partners to develop picnic facilities at the Byway interpretive watchable wildlife overlook of Conejos Canyon.

### Support Actions:

- ✓ Work with partners to provide input and support for additional recreational facility sites and pull outs along the Byway route in Management Zone 1.
- ✓ Support through partnerships the establishment and longevity of a diverse and well-balanced range of recreational services.
- ✓ Work with partners to provide additional visitor information outlets and public restrooms.
- ✓ Work with partners to support recreational enhancements as described in the Great San Luis Valley Trails & Recreation Master Plan.

## **Signing**

### Project Actions:

- ✓ Work with Colorado Department of Transportation (CDOT) and the Forest Service and Colorado Division of Wildlife on appropriate placement, turnout design and construction of interpretive kiosks.
  - Site: Cumbres Pass – Gateway Kiosk
  - Site: Overlook of water tower on Cumbres Pass – Low profile Historical
  - Site: Conejos Canyon Overlook – Low profile/Watchable Wildlife (WW)/Recreation/Tourism
  - Site: Conejos River Canyon – Low profile/Watchable Wildlife/Recreation/Tourism
- ✓ Work with CDOT on necessary directional Byway signs, and placement of additional Byway logos.

## **Interpretation**

### Project Actions:

- ✓ Interpret environmental conditions along the Byway that change the character of the landscape such as timber harvest, fire, windthrow, insect and disease infestations, including development and population growth in the area. Incorporate messages into a Low profile site.
- ✓ Interpret the intrinsic qualities of the zone including Cumbres Pass, the Conejos River, Cumbres/Toltec Scenic Railroad, South San Juan Wilderness Area, native wildlife, and the historical tradition and cultural importance of sheep and cattle grazing in the area. Incorporate messages into a Low profile site.

### Support Actions:

- ✓ Work with Forest Service and Watchable Wildlife to create interpretive programs at appropriate sites.
  - USFS campground sites: Mogote, Elk Creek, Aspen Glade, Conejos, Trujillo Meadows, and Spectacle Lake.
  - Cumbres Y Toltec Station in Osier.
  - South San Juan Wilderness Trailheads.
  - Private Ranches, Lodges, B & B's, etc.
  - Watchable Wildlife tours on the Cumbres Y Toltec R.R.
  - Watchable Wildlife tours along the Byway and into the South San Juan Mountains w/ loop designated historic and WW along Rio Conejos & Alamosa River.

## **Marketing**

### Project Actions:

- ✓ Develop and market a Byway bicycle tour that runs through zone 1.
  - Develop route specifics and distances.
  - Cost support transportation personnel and equipment.
  - Price accommodations and meal alternatives.
  - Develop advertising targeting front-range and New Mexico bicycle enthusiasts.
- ✓ Develop a mission church tour.
  - Contact the local Congregation and conduct focus groups.
  - Choose sites and conduct historic research.
  - Develop Interpretive signs and marketing materials.
- ✓ Increase Merchant Association membership.
  - Enhance Merchant Association benefits package.
  - Direct sales and contact with local merchants.

### Support Actions:

- ✓ Work with partners to develop additional historic and cultural tours.
- ✓ Assist in the promotion and development of local cultural celebrations and festivals.

## **Cultural Diversity & Resources**

### Project Actions:

- ✓ Work with local partners to interpret the churches in Las Mesitas and Mogote, though the mission church tour as described in marketing.
- ✓ Work with local partners to research the migration of Native Americans, French Settlers, and early pioneers to the valley.

## **Historic Preservation**

### Project Actions:

- ✓ Investigate the feasibility of restoration of the Las Mesitas church.

### Support Actions:

- ✓ Cooperate with Cumbres and Toltec Railroad and other local partners to emphasize, and protect the history of the Railroad within the management zone.
- ✓ Support historic preservation and assessment of the San Juan church in Mogote.

## **Management Zone 2**

### **Byway Infrastructure Enhancement & Recreation**

#### Project Actions:

- ✓ Develop a visitor information center, rest area, and museum under one roof in Antonito.
  - Contact local partners and citizens to determine possible locations.
  - Discuss options regarding enhancement of existing visitor center with the Colorado Department of Transportation.

#### Support Actions:

- ✓ Work with partners to support recreational enhancements as described in the Great San Luis Valley Trails & Recreation Master Plan.
- ✓ Work with partners to provide additional visitor information outlets and public restrooms.

## **Signing**

### Project Actions:

- ✓ Work with CDOT on necessary directional Byway signs, and placement of additional Byway logos.

## **Interpretation**

### Project Actions:

- ✓ Develop a museum exhibit focusing on cultural history.
  - Work with local partners to determine a suitable location for exhibit.
- ✓ Utilize the natural features for interpretation of cultural-historical, recreational, and tourism resources in the Byway communities.
- ✓ Work with CDOT, the Colorado Division of Wildlife, and other partners on appropriate placement, turnout design and construction of interpretive Low profile sites.

- Site: Antonito at Cumbres Y Toltec station – WW/Recreation/Tourism interpretive site.
- Site: Antonito State Historical sign – WW/Recreation/Tourism interpretive site.
- ✓ Work with partners to construct an interpretive low profile in Manassa explaining the significance of the local assistance given to the first Mormon Pioneers by Hispano settlers.

**Support Actions:**

- ✓ Work with partners and Watchable Wildlife to create interpretive programs and tours at appropriate sites.
  - WW interpretation at local motels, B & B's, etc., and information outlets.
  - Develop (WW/historic) loop tour from Antonito – Lobatos Bridge – to Mesita – back to San Luis.
  - Develop South Pinion Hills WW tours and opportunities with the Bureau of Land Management.
  - Develop interpretive programs riding on the Cumbres & Toltec Railroad Train.

**Marketing**

**Project Actions:**

- ✓ Develop and market a Byway bicycle tour that runs through zone 2.
  - Develop route specifics and distances.
  - Cost support transportation personnel and equipment.
  - Price accommodations and meal alternatives.
  - Develop advertising targeting front-range and New Mexico bicycle enthusiasts.
- ✓ Develop a mission church tour.
  - Contact the local Congregation and conduct focus groups.
  - Choose sites and conduct historic research.
  - Develop interpretive signs and marketing materials.
- ✓ Increase Merchant Association membership.
  - Enhance Merchant Association benefits package.
  - Direct sales and contact with local merchants.

**Support Actions:**

- ✓ Work with partners to develop additional historic and cultural tours.
- ✓ Assist in the promotion and development of local cultural celebrations and festivals.

## **Cultural Diversity & Resources**

### **Project Actions:**

- ✓ Investigate the feasibility of restoration and preservation of the murals throughout zone 2.
  - Work with local partners and citizens to pinpoint needs.

## **Historic Preservation**

### **Project Actions:**

- ✓ Investigate the feasibility of restoration and preservation of the following historic structures in and around Antonito:
  - SPMDTU (union hall)
  - Railroad Depot
  - Warshauer Mansion
  - Train
  - Old Palace Hotel
- ✓ Investigate the feasibility of restoration and preservation of the Jack Dempsey Museum in Manassa.

## **Community Economic Development**

### **Project Actions:**

- ✓ Develop and market a tour of the murals in the area, and the shrine of Our Lady of Guadalupe.
  - Contact the local citizens and conduct focus groups.
  - Choose mural sites and conduct historic research.
  - Develop interpretive signs and marketing materials.

### **Support Actions:**

- ✓ Promote the use of local businesses and services.
- ✓ Support a working partnership between Antonito and Alamosa.
- ✓ Promote Antonito as the "town of murals".

## **Management Zone 3**

### **Open Spaces Goal**

### **Support Actions:**

- ✓ Work with local agencies and adjacent landowners to maintain the scenic integrity along the Rio Grande.

## **Natural Resources**

### Support Actions:

- ✓ Work with and support appropriate land agencies and local landowners to improve watershed conditions to maintain or restore soil relationships and water quality.
- ✓ Discourage motorized use in sensitive areas such as wetlands, wet meadows, and riparian areas.
- ✓ Cooperate with federal, state, local agencies and landowners to restore and maintain the chemical, physical, and biological integrity of the Rio Grande.
- ✓ Support maintenance of native fish species by assisting in protection of existing habitats for both natural and reintroduced populations.

## **Byway Infrastructure Enhancement & Recreation**

### Project Actions:

- ✓ Work with partners to develop future restroom and picnic facilities at the low profile interpretive site west of the Rio Grande on Highway 142, as visitor numbers increase.

### Support Actions:

- ✓ Work with partners to provide additional visitor information outlets and public restrooms.
- ✓ Working with Byway partners, pursue opportunities to expand the recreational activities associated with the Rio Grande including interpretive hiking trails and improved support facilities as described in the Great San Luis Valley Trails & Recreation Master Plan.
- ✓ Assist local agency partners with design and location of future river put-ins and take-outs, to ensure minimum impact upon resources.
- ✓ Work with partnership agencies to help maintain quality fishery habitat for sport-fishing activities.
- ✓ Work with partners to develop better facilities at Pike's Stockade and McIntire Springs.
- ✓ Work with local citizens to develop an adopt-a-highway program.

## **Signing**

### Project Actions:

- ✓ Work with CDOT on necessary directional Byway signs, and placement of additional Byway logos.
- ✓ Work with CDOT, the Colorado Division of Wildlife (CDOW), and other partners on appropriate placement of a WW/Recreation/Tourism low profile interpretive display at Sego Springs State Wildlife Area.

## **Interpretation**

### Project Actions:

- ✓ Working with Byway partnerships, construct a Low Profile WW/Recreation/Tourism interpretive display on the west side of the Rio Grande off Highway 142, between San Luis and Manassa. In the event interpretation for this area is off-site, then prep the visitor with information in San Luis and Manassa.
- ✓ Incorporate interpretive messages that explain the ferry crossing at this location.
- ✓ Include interpretive and educational information regarding the origin of the pictographs in the area, and messages about protection of such sites.
- ✓ Incorporate geology within the interpretive messages on the low Profile display, located on the west side of the Rio Grande off Highway 142, between San Luis and Manassa. In the event interpretation for this area is off-site, then prep the visitor with information in San Luis and Manassa.
- ✓ Working with Byway partnerships, construct a Low Profile at Lobatos Bridge – WW/Recreation/Tourism interpretive site.

### Support Actions:

- ✓ Work with partners and Watchable Wildlife to create interpretive programs and tours at appropriate sites.
  - Working with the Bureau of Land Management (BLM) develop WW tour along the Rio Grande
  - Working with the BLM develop WW tour/opportunities in Pinon Hills & Flat Top.
  - Identify a (historic/WW) loop tour from the Byway through Los Sauces, Sanford, McIntyre Springs, and Pike's Stockade back to Highway 285, and rejoin the Byway in Alamosa.

## **Marketing**

### Project Actions:

- ✓ Develop and market a Byway bicycle tour that runs through zone 3.
  - Develop route specifics and distances.
  - Cost support transportation personnel and equipment.
  - Price accommodations and meal alternatives.
  - Develop advertising targeting front-range and New Mexico bicycle enthusiasts.
- ✓ Develop a mission church tour.
  - Contact the local Congregation and conduct focus groups.
  - Choose sites and conduct historic research.
  - Develop interpretive signs and marketing materials.
- ✓ Increase Merchant Association membership.
  - Enhance Merchant Association benefits package.

- Direct sales and contact with local merchants.
- ✓ Develop a self-guided interpretive brochure and map, keying on the LCA logo. (pilot program)

Support Actions:

- ✓ Work with partners to develop additional historic and cultural tours.
- ✓ Assist in the promotion and development of local cultural celebrations and festivals.

## **Management Zone 4**

### **Byway Infrastructure Enhancement & Recreation**

Project Actions:

- ✓ Restoration of park facilities at the stabilization reservoir south of San Luis.

Support Actions:

- ✓ Work with partners to provide additional visitor information outlets and public restrooms.
- ✓ Work with partners to support recreational enhancements as described in the Great San Luis Valley Trails & Recreation Master Plan.

### **Signing**

Project Actions:

- ✓ Work with CDOT on necessary directional Byway signs, and placement of additional Byway logos.
- ✓ Sign management at Hwy 142 and 159.
- ✓ Placement of Old Spanish Trail marker on Highway 159 by school in San Luis.
- ✓ Wild horse crossing sign south of San Luis.
- ✓ Develop an interpretive sign at the Shrine Interpretive Center.

### **Interpretation**

Project Actions:

- ✓ Include interpretive and educational information regarding the mining in the area.
- ✓ Include interpretive and educational information regarding the significance of the sheep industry in the area.
- ✓ Include interpretive and educational information regarding how migration, settlement, and the culture along the waterways has influenced the historic way of life in the area.
- ✓ Working with Byway partnerships, construct a low Profile WW/Recreation/Tourism interpretive display on San Luis Stations Mesa

Top.

- ✓ Working with Byway partnerships, construct a low Profile WW/Recreation/Tourism interpretive display at Sanchez Reservoir.
- ✓ Working with Byway partnerships, construct a low Profile WW/Recreation/Tourism interpretive display at Wild Horse Mesa.

Support Actions:

- ✓ Work with partners and Watchable Wildlife to create interpretive programs and tours at appropriate sites.
  - Develop WW/Recreation/Tourism site loop tour (could complement church tour) out of San Luis.
  - Provide interpretive materials on WW at San Luis Museum, Motels, B & B's, visitor outlets, etc.
  - Develop WW/Recreation/Tourism sites as appropriate among small mountain communities south of San Luis.

**Marketing**

Project Actions:

- ✓ Develop and market a Byway bicycle tour that runs through zone 4.
  - Develop route specifics and distances.
  - Cost support transportation personnel and equipment.
  - Price accommodations and meal alternatives.
  - Develop advertising targeting front-range and New Mexico bicycle enthusiasts.
- ✓ Develop a mission church tour.
  - Contact the local Congregation and conduct focus groups.
  - Choose sites and conduct historic research.
  - Develop interpretive signs and marketing materials.
- ✓ Increase Merchant Association membership.
  - Enhance Merchant Association benefits package.
- ✓ Direct sales and contact with local merchants
- ✓ Work with partners to develop a coffee table book of historic photographs of the area (zone 4 & 5) using material from Carmen Guy in Black Forest.

Support Actions:

- ✓ Work with partners to develop additional historic and cultural tours.
- ✓ Assist in the promotion and development of local cultural celebrations and festivals.

**Cultural Diversity & Resources**

Support Actions:

- ✓ Work with partners to identify cultural sites and help preserve significant sites.

## **Historic Preservation**

### Project Actions:

- ✓ Investigate the feasibility of restoration and preservation of the Rito Seco historic canal.
- ✓ Protect and preserve the archeological Indian campsites in San Acacio.

### Support Actions:

- ✓ Help Protect unique architecture of San Luis and the surrounding Culebra River villages.
- ✓ Work with partners to identify historical sites in around San Luis and San Acacio.
- ✓ Work with partners to identify historic adobe structures.

## **Education**

### Project Actions:

- ✓ Promote awareness of the significance of the waterways and the environmentally-sound Acequia system through educational materials.
- ✓ Work with partners to construct and/or refurbish an authentic adobe house for display and education.

### Support Actions:

- ✓ Work with local educators and partners to develop educational programs that help preserve the natural landscape.

## **Management Zone 5**

### **Byway Infrastructure Enhancement & Recreation**

#### Project Actions:

- ✓ Develop a LCA gateway visitor information center, rest area, and museum under one roof at Hwy 160 and 159 in Fort Garland.
  - Work with the Fort Garland revitalization committee.
  - Discuss options regarding enhancement of existing weigh station with the Colorado Department of Transportation.
- ✓ Develop a park (Veterans Gateway Park) on the east side of fort Garland.
- ✓ Work with the Fort Garland revitalization committee, and other partners on further enhancement of the Fort Garland Community Park.
- ✓ Work with the Fort Garland revitalization committee, and merchants on streetscapes, bike and pedestrian pathways, and relocation of the Port of Entry.

#### Support Actions:

- ✓ Work with partnerships to construct a campground and recreational vehicle park south of Fort Garland on Highway 159.
- ✓ Work with partners to provide additional visitor information outlets and public restrooms.

- ✓ Work with partners to support recreational enhancements as described in the Great San Luis Valley Trails & Recreation Master Plan.

## **Signing**

### Project Actions:

- ✓ Placement of LCA low profile kiosk with a Old Spanish Trail marker by the Blanca City Park in the town of Blanca.
- ✓ Work with partners to relocate and enhance the interpretive kiosk at the Fort in Fort Garland.
- ✓ Work with CDOT on necessary directional Byway signs, and placement of additional Byway logos.

## **Interpretation**

### Project Actions:

- ✓ Work with partners to interpret and protect the archeological sites, including pictographs and Indian encampments.
- ✓ Include interpretive and educational information regarding, and how migration, settlement, and the culture along the waterways has influenced the historic way of life in the area.
- ✓ Work with partners to interpret and protect the pictographs south of Fort Garland.
- ✓ Develop a Byway interpretive exhibit at the Fort.
- ✓ Work with CDOT and the Colorado Division of Wildlife on appropriate placement, turnout design and construction of interpretive Low profile sites.
  - Site: Forbes Ranch HQ east of Fort Garland – Watchable Wildlife/Recreation/Tourism interpretive site.
  - Site: At Fort in fort Garland – Watchable Wildlife (WW) /Recreation/Tourism interpretive site.
  - Site: At Highway 160 at Blanca – Watchable Wildlife/Recreation/Tourism interpretive site.

### Support Actions:

- ✓ Work with partners and Watchable Wildlife to create interpretive programs and tours at appropriate sites.
  - Develop WW/Recreation/Tourism site at Home Reservoir.
  - Develop WW tour/opportunities in the Forbes subdivision and closed part of Forbes.
  - Develop WW/Recreation/Tourism site/opportunities at Smith Reservoir.
  - Develop WW/Recreation/Tourism site/opportunities at Mount Blanca Game Bird and Trout.

## **Marketing**

### Project Actions:

- ✓ Develop and market a Byway bicycle tour that runs through zone 5.
  - Develop route specifics and distances.
  - Cost support transportation personnel and equipment.
  - Price accommodations and meal alternatives.
  - Develop advertising targeting front-range and New Mexico bicycle enthusiasts.
- ✓ Develop a mission church tour.
  - Contact the local Congregation and conduct focus groups.
  - Choose sites and conduct historic research.
  - Develop interpretive signs and marketing materials.
- ✓ Increase Merchant Association membership.
  - Enhance Merchant Association benefits package.
- ✓ Direct sales and contact with local merchants

### Support Actions:

- ✓ Work with partners to develop additional historic and cultural tours.
- ✓ Assist in the promotion and development of local cultural celebrations and festivals.

## **Cultural Diversity & Resources**

### Support Actions:

- ✓ Work with partners to identify cultural sites and help preserve significant sites.

## **Historic Preservation**

### Support Actions:

- ✓ Work with the Colorado Historical Society and Fort Garland on restoration efforts at the Fort.

## **Education**

### Project Actions:

- ✓ Promote awareness of the significance of the waterways and the environmentally-sound Acequia system through educational materials.

### Support Actions:

- ✓ Work with local educators and partners to develop educational programs that help preserve the natural landscape.
- ✓ Work with the Fort on reenactments and events.

## **Management Zone 6**

### **Open Spaces**

#### **Support Actions:**

- ✓ Work with local agencies to maintain the scenic integrity of the foreground and background scenery along the Byway.

### **Natural Resources**

#### **Support Actions:**

- ✓ Work with and support appropriate land agencies and local landowners to improve watershed conditions to maintain or restore soil relationships and water quality.
- ✓ Discourage motorized use in sensitive areas such as wetlands, wet meadows, and riparian areas.
- ✓ Cooperate with federal, state, local agencies and landowners to restore and maintain the chemical, physical, and biological integrity of the Rio Grande.
- ✓ Support the National Park Service in its bid for National Park designation.

### **Signing**

#### **Project Actions:**

- ✓ Placement of Old Spanish Trail markers at the Zapata Ranch overlook and Bill's Hill interpretive site.
- ✓ Work with CDOT on necessary directional Byway signs, and placement of additional Byway logos.
- ✓ Work with CDOT, the BLM, the National Park Service, The Nature Conservancy (TNC), and the CDOW on appropriate placement, turnout design and construction of interpretive gateway kiosk and Low profiles.
  - Site: Highway 160 & 150 – Gateway Kiosk
  - Site: Zapata Ranch overlook on Highway 150 –low Profile/Watchable Wildlife/Recreation/Tourism site.
  - Site: Bill's Hill interpretive turnout on Lane 6 –low profile/Watchable Wildlife/Recreation/Tourism site.
  - Site: Uracca WW/Cultural site.
  - Site: Great Sand Dunes/Medano Pass WW/Recreation/Tourism sites.

## **Interpretation**

### Project Actions:

- ✓ Work with partners to coordinate messages and appearances throughout zone 6.

### Support Actions:

- ✓ Work with partners to support the development of the following programs:
  - Development of WW interpretive opportunities and tours at Zapata Ranch headquarters, Zapata Falls, and Uracca cemetery road.
  - Development of WW tours of Zapata Ranch.
  - Development of WW interpretation at USFS/BLM trailheads.
  - Development of birding trail at Zapata headquarters.
  - Development of WW tours/opportunities on Medano/Zapata, Great Sand Dunes, BLM, USFS, State Park & Wildlife Area, and the closed basin canal.
  - Development of a wildlife mural at San Luis Lake State Park.
  - Loop tour development for the White Ranch, Hooper Lakes, Baca Grant Ranch, Crestone, La Garita, Penitente Canyon, Penitente Campground, Saguache, Elephant Rocks, La Ventana, etc. to include historic churches, Old Spanish Trail sites, petroglyph & pictograph sites, etc.

## **Marketing**

### Project Actions:

- ✓ Develop and market a Byway bicycle tour that runs through zone 6.
  - Develop route specifics and distances.
  - Cost support transportation personnel and equipment.
  - Price accommodations and meal alternatives.
  - Develop advertising targeting front-range and New Mexico bicycle enthusiasts.
- ✓ Increase Merchant Association membership.
  - Enhance Merchant Association benefits package.
- ✓ Direct sales and contact with local merchants

### Support Actions:

- ✓ Work with partners to develop additional historic and cultural tours.
- ✓ Assist in the promotion and development of local cultural celebrations and festivals.

## **Historic Preservation**

### Support Actions:

Work with the National Park Service and TNC to support preservation of historical structures and landmarks in zone 6.

## **Education**

### Project Actions:

- ✓ Work with partners to develop educational programming to promote stewardship of the land.
  - Coordinate with TNC for development and site usage.

### Support Actions:

- ✓ Work with educational institutions for cultural research and interpretive programming.

## **Management Zone 7**

### **Byway Infrastructure Enhancement & Recreation**

#### Project Actions:

- ✓ Work with partners to develop picnic and restrooms facilities at the Byway gateway interpretive kiosk at Highway 17 and Lane 6.
- ✓ Work with partners to provide additional visitor information outlets and public restrooms.
- ✓ Work with partners to support recreational enhancements as described in the Great San Luis Valley Trails & Recreation Master Plan.

## **Signing**

### Project Actions:

- ✓ Work with the CDOT and BLM to get Blanca Wetland north/south directional signs on Highway 17.
- ✓ Work with CDOT on necessary directional Byway signs, and placement of additional Byway logos.

## **Interpretation**

### Project Actions:

- ✓ Incorporate interpretive messages that explain the significance of the agriculture in the area.
- ✓ Include interpretive and educational information regarding the history of the railroad and its significance to the region.
- ✓ Include interpretive and educational information regarding the

significance of the water resources.

- ✓ Work with CDOT, BLM, Colorado State Parks, and the CDOW on appropriate placement, turnout design and construction of interpretive gateway kiosk and low profiles.
  - Site: Highway 17 and Lane 6 – Gateway Kiosk
  - Site: Blanca Wetlands – low profile WW/Recreation/Tourism sites.
  - Site: Alamosa National Wildlife Refuge – low profile

Support Actions:

- ✓ Work with partners and Watchable Wildlife to create interpretive programs and tours at appropriate sites.

**Marketing**

Project Actions:

- ✓ Develop and market a Byway bicycle tour that runs through zone 7.
  - Develop route specifics and distances.
  - Cost support transportation personnel and equipment.
  - Price accommodations and meal alternatives.
  - Develop advertising targeting front-range and New Mexico bicycle enthusiasts.
- ✓ Develop a mission church tour.
  - Contact the local congregation and conduct focus groups.
  - Choose sites and conduct historic research.
  - Develop interpretive signs and marketing materials.
- ✓ Increase Merchant Association membership.
  - Enhance Merchant Association benefits package.
- ✓ Direct sales and contact with local merchants

Support Actions:

- ✓ Work with partners to develop additional historic and cultural tours.
- ✓ Assist in the promotion and development of local cultural celebrations and festivals.

**Management Zone 8**

**Byway Infrastructure Enhancement & Recreation**

Project Actions:

- ✓ Work with partners to develop picnic and restroom facilities at the Rio Grande Heritage Park east of the Rio Grande River on Hwy 160.

Support Actions:

- ✓ Work with partners to provide input and support for additional recreational facility sites along the river way.
- ✓ Work with partners to provide input and support for the railroad heritage

- area, and the Alamosa Cultural Center.
- ✓ Work with partners to provide additional visitor information outlets and public restrooms.
- ✓ Work with partners to support recreational enhancements as described in the Great San Luis Valley Trails & Recreation Master Plan.

## **Signing**

### Project Actions:

- ✓ Work with CDOT on necessary directional Byway signs, and placement of additional Byway logos.
- ✓ Work with CDOT to move Byway end and beginning signs into the Alamosa city limits.

## **Interpretation**

### Project Actions:

- ✓ Site: Playa Blanca State Wildlife Area – low profile WW/Recreation/Tourism site.
- ✓ Site: Mount Pleasant State Wildlife Area – low profile WW/Recreation/Tourism site.
- ✓ Utilize the Rio Grande River for interpretation of cultural-historical /Recreation/Tourism resources in and around Alamosa.
- ✓ Interpret the role of the Rio Grande River in the development and growth of cultures and communities in the southern San Luis Valley, and ultimately, in the southwestern United States.
- ✓ Interpret the role of the railroad in Alamosa and its effects on the communities and cultures of the Byway (agriculture, communication, migration, etc...)
- ✓ Work with partners to develop and enhance a low profile Recreation/Tourism interpretive site at Cole Park.

### Support Actions:

- ✓ Support an interpretive partnership between Alamosa and Antonito.

## **Marketing**

### Project Actions:

- ✓ Develop and market a Byway bicycle tour that runs through zone 8.
  - Develop route specifics and distances.
  - Cost support transportation personnel and equipment.
  - Price accommodations and meal alternatives.
  - Develop advertising targeting front-range and New Mexico bicycle enthusiasts.
- ✓ Develop a mission church tour.
  - Contact the local congregation and conduct focus groups.

- Choose sites and conduct historic research.
- Develop interpretive signs and marketing materials.
- ✓ Increase Merchant Association membership.
  - Enhance Merchant Association benefits package.
- ✓ Direct sales and contact with local merchants
- ✓ Work with the Alamosa Chamber of Commerce to market Byway tours and products directly to convention groups visiting the area.

**Support Actions:**

- ✓ Work with partners to develop additional historic and cultural tours.
- ✓ Assist in the promotion and development of local cultural celebrations and festivals.
- ✓ Use Alamosa's central location as commercial and transportation hub to promote the Byway and direct San Luis Valley visitors to the Byway.
- ✓ Promote the LCA Byway through community events and publicity in Alamosa and Byway information outlets.

**Cultural Diversity & Resources**

**Support Actions:**

- ✓ Work with partners to identify cultural sites and help preserve significant sites.

**Community Economic Development**

**Support Actions:**

- ✓ Improve downtown Alamosa through promotion of the Rio Grande River, railroad heritage, and the LCA Byway.

## **Chapter 5 – Implementation**

### **Who are the Partners?**

### **Specific Project Actions to be performed**

The Los Caminos Antiguos Byway functions through collaboration with others, and a willingness to work together for the improvement of the quality of life for the citizens of the San Luis Valley.



## **Implementation**

**Accomplishing the vision and goals of this plan will only be realized through an active partnership effort.**

### **Who are the partners?**

**Los Caminos Antiguos Association** This is the primary association that will coordinate and make recommendations for the Los Caminos Antiguos Byway efforts. The association will coordinate with the managing agencies, supporting partners, volunteer groups, and other organizations and individuals defined below. This Byway association will ensure that all local citizen concerns and affected interests are represented.

The Los Caminos Antiguos Byway was incorporated as a non-profit organization in February of 1998.

### **Purpose of the Los Caminos Antiguos Byway Association:**

Serve as an oversight association, to ensure that this planning document is utilized.

Provide essential coordination, management, and funding responsibilities for items that are not currently being accomplished by the 7 agencies, and 20 current Byway support partners.

### **Duties include:**

**Oversee the plan.** Review and update the plan on an annual basis as needed. Coordinate to ensure that the managing agencies and supporting partners are utilizing the Partnership Agreement to the best of their abilities.

**Administer the Los Caminos Antiguos Byway's budget.** Initiate, coordinate, and administer private and public funds, i.e. grants, sales revenues, membership fees, donations, fund raisers, etc.

**Los Caminos Antiguos Byway voice.** Make recommendations on any Byway related issues or opportunities. Ensure good communication among partnerships, community interests, and all Byway stakeholders.

**Coordinate Projects and Functions.** Work with partnerships and stakeholders to accomplish needed programs and functions not currently being addressed. Examples include; coordinated marketing, Byway education and interpretation, cultural preservation, volunteer coordination, service training,

etc. Coordinate all projects with landowners and affected parties to ensure all necessary communication, coordination and approvals are completed.

**Administration of the Organization.** Hold regular coordination meetings, prepare plan updates, annual reports, financial administration, etc.

**Agencies and Supporting Partners** Through a formal Partnership Agreement, 7 agencies, and 20 Supporting partnerships have committed to jointly manage the Los Caminos Antiguos Byway.

The 7 managing agencies include: Colorado Department of Transportation Region V, Great Sand Dunes National Monument, U.S. Fish and Wildlife Service, Bureau of Land Management, Colorado Division of Wildlife, Colorado State Parks, and Conejos Ranger District of the Rio Grande National Forest.

The 20 supporting partners include: Alamosa County Commissioners; Conejos County Commissioners; Costilla County Commissioners; Chambers of Commerce of Alamosa, Conejos; and Costilla Counties; Antonito Museum; San Luis Museum and Cultural Center; Alamosa Tourism Development Board; Alamosa County Development Corporation; Alamosa Uptown & River Association; Fort Garland Revitalization Committee; Costilla County Tourism Board; Conejos County Tourism Board; San Luis Valley Visitor Information Center; San Luis Valley Development Resources Group; Colorado Historical Society – Fort Garland Museum; the San Luis Valley GIS/GPS Authority; The Nature Conservancy; and The Friends of the Dunes.

See Partnership Agreement - Appendix B

**Volunteer Support** Numerous volunteer groups and individuals currently assist agencies and civic organizations in ways which directly support the goals and vision of this plan. With support and dedication of these volunteer groups and individuals, a great deal of this plan can be accomplished and the Byway vision will become a reality. The Los Caminos Antiguos Byway Association will strive to create new, and cultivate existing volunteer support groups.

**Local Landowners** Many private landowners live along or near the Byway. The Los Caminos Antiguos Byway Association will look for ways that will benefit local landowners while helping to meet the Byway goals and vision.

**Local Business, Industry, Schools, Interest Groups and Government** Many tourism, recreational, and educational businesses and organizations have similar goals with this byway plan. The Los Caminos Antiguos Byway Association will look for ways to form new partnerships and support groups who have similar goals and vision.

## **Specific Project Actions To Be Performed**

This is by no means an exhaustive list of projects to be performed along the Byway. Through the LCA seed grant program, community groups will recognize some of the same actions described in this plan, and additional project actions and requirements will be established as well.

### **Zone 1**

#### **Byway Infrastructure Enhancement & Recreation**

1. Develop Picnic facilities at Conejos Canyon overlook

#### **Signing**

1. Cumbres Pass – Gateway Kiosk
2. Conejos Canyon Overlook – low profile/WW/Recreation/Tourism/Recreation/Tourism
3. Conejos River Canyon – low profile/WW/Recreation/Tourism
4. Overlook of water tower on Cumbres Pass – low profile Historical
5. Work with CDOT on necessary directional Byway signs, and placement of additional Byway logos.

#### **Interpretation**

1. Interpret environmental conditions along the Byway that change the character of the landscape, such as: timber harvest, fire, windthrow, insect and disease infestations, including development and population growth in the area.
2. Interpret the intrinsic qualities of the zone including Cumbres Pass, the Conejos River, Cumbres/Toltec Scenic Railroad, South San Juan Wilderness Area, native wildlife, and the historical tradition and cultural importance of sheep and cattle grazing in the area.

#### **Marketing**

1. Develop and market a Byway bicycle tour that runs through zone 1.
2. Develop a mission church tour.
3. Increase Merchant Association membership.

#### **Cultural Diversity & Resources**

1. Work with local partners to interpret the churches in Las Mesitas and Mogote, though the mission church tour as described in marketing.
2. Work with local partners to research the migration of Native Americans, French Settlers, and early pioneers to the valley.

#### Historic Preservation

1. Investigate the feasibility of restoration of the Las Mesitas church.

### **Zone 2**

#### Byway Infrastructure Enhancement & Recreation

1. Develop a visitor information center, rest area, and museum under one roof in Antonito.

#### Signing

1. Site: Antonito at Cumbres Y Toltec station – WW/Recreation/Tourism interpretive display – low profile.
2. Site: Antonito State Historical sign – WW/Recreation/Tourism interpretive display – low profile.
3. Work with CDOT on necessary directional Byway signs, and placement of additional Byway logos.

#### Interpretation

1. Develop a museum exhibit focusing on cultural history.
2. Construct an interpretive low profile in Manassa explaining the significance of the local assistance given to the first Mormon pioneers by Hispano settlers.
3. Utilize the natural features for interpretation of cultural-historical, recreational, and tourism resources in the Byway communities.

#### Marketing

1. Develop and market a Byway bicycle tour that runs through zone 2.
2. Develop a mission church tour.
3. Increase Merchant Association membership.

#### Cultural Diversity & Resources

1. Investigate the feasibility of restoration and preservation of the murals throughout zone 2.

#### Historic Preservation

1. Investigate the feasibility of restoration and preservation of the following historic structures:
  - SPMDTU (union hall)
  - Railroad Depot
  - Warshauer Mansion
  - Train
  - Old Palace Hotel

2. Investigate the feasibility of restoration and preservation of the Jack Dempsey Museum in Manassa.

#### Community Economic Development

1. Develop and market a tour of the murals in the area, and the shrine of Our Lady of Guadalupe.

### **Zone 3**

#### Byway Infrastructure Enhancement & Recreation

1. Develop restroom and picnic facilities at the low profile interpretive site west of the Rio Grande on Highway 142, as visitor numbers increase.

#### Signing

1. Work with CDOT on necessary directional Byway signs, and placement of additional Byway logos.
2. Placement of a WW/Recreation/Tourism low profile interpretive display at Sejo Springs State Wildlife Area.
3. Construct a low Profile WW/Recreation/Tourism interpretive display on the west side of the Rio Grande off Highway 142.
4. Construct a low profile Watchable Wildlife/Recreation/Tourism interpretive display at Lobatos Bridge.

#### Interpretation

1. Incorporate interpretive messages that explain the ferry crossing at this location.
2. Include interpretive and educational information regarding the origin of the pictographs in the area, and messages about protection of such sites.
3. Incorporate geology within the interpretive messages on the low Profile display, located on the west side of the Rio Grande off Highway 142.

#### Marketing

1. Develop and market a Byway bicycle tour that runs through zone 3.
2. Develop a mission church tour.
3. Increase Merchant Association membership.
4. Develop a self-guided interpretive brochure and map, keying on the LCA logo. (pilot program)

## **Zone 4**

### **Byway Infrastructure Enhancement & Recreation**

1. Restoration of park facilities at the stabilization reservoir south of San Luis.

### **Signing**

1. Work with CDOT on necessary directional Byway signs, and placement of additional Byway logos.
2. Sign management at Hwy 142 and 159.
3. Placement of Old Spanish Trail marker on Highway 159 by school in San Luis.
4. Wild horse crossing sign south of San Luis.
5. Develop an interpretive sign at the Shrine Interpretive Center.

### **Interpretation**

1. Include interpretive and educational information regarding the mining in the area.
2. Include interpretive and educational information regarding the significance of the sheep industry in the area.
3. Include interpretive and educational information regarding how migration, settlement, and the culture along the waterways has influenced the historic way of life in the area.
4. Working with Byway partnerships, construct a low Profile WW interpretive display on San Luis Stations Mesa Top.
5. Working with Byway partnerships, construct a low Profile WW interpretive display at Sanchez Reservoir.
6. Working with Byway partnerships, construct a low Profile WW interpretive display at Wild Horse Mesa.

### **Marketing**

1. Develop and market a Byway bicycle tour that runs through zone 4.
2. Increase Merchant Association membership.
3. Work with partners to develop a coffee table book of historic photographs of the area (zone 4 & 5) using material from Carmen Guy in Black Forest.

### **Historic Preservation**

1. Investigate the feasibility of restoration and preservation of the Rito Seco historic canal.
2. Protect and preserve the archeological Indian campsites in San Acacio.

## Education

1. Promote awareness of the significance of the waterways and the environmentally-sound Acequia system through educational materials.
2. Work with partners to construct and/or refurbish an authentic adobe house for display and education.

## **Zone 5**

### Byway Infrastructure Enhancement & Recreation

1. Develop a LCA gateway visitor information center, rest area, and museum under one roof at Hwy 160 and 159 in Fort Garland.
2. Work with the Fort Garland revitalization committee, and other partners on further enhancement of the Fort Garland Community Park.
3. Work with partners to develop a park (Veterans Gateway Park) on the east side of fort Garland.
4. Work with the Fort Garland revitalization committee, and merchants on streetscapes, bike and pedestrian pathways, and relocation of the Port of Entry.

### Signing

1. Placement of Old Spanish Trail marker by the Blanca City Park in the town of Blanca.
2. Work with partners to relocate and enhance the interpretive kiosk at the Fort in Fort Garland.
3. Work with CDOT on necessary directional Byway signs, and placement of additional Byway logos.

### Interpretation

1. Work with partners to interpret and protect archeological sites including pictographs and Indian encampments.
2. Develop a Byway interpretive exhibit at the Fort.
3. Work with CDOT and the CDOW on appropriate placement, turnout design and construction of interpretive low profile sites.
  - o Site: Forbes Ranch HQ east of Fort Garland – WW/Recreation/Tourism interpretive site.
  - o Site: At Fort in fort Garland – WW/Recreation/Tourism interpretive site.
  - o Site: At Highway 160 at Blanca – WW/Recreation/Tourism interpretive site.

### Marketing

1. Develop and market a Byway bicycle tour that runs through zone 5.
2. Develop a mission church tour.

3. Increase Merchant Association membership.

#### Education

1. Promote awareness of the significance of the waterways and the environmentally-sound Acequia system through educational materials.

### **Zone 6**

#### Signing

1. Placement of Old Spanish Trail markers at the Zapata Ranch overlook, and Bill's Hill interpretive site.
2. Work with CDOT on necessary directional Byway signs, and placement of additional Byway logos.
3. Work with Colorado Department of Transportation, the BLM, the National Park Service, (TNC), and the CDOW on appropriate placement, turnout design and construction of interpretive gateway kiosk and low profiles.
  - Site: Highway 160 & 150 – Gateway Kiosk
  - Site: Zapata Ranch overlook on Highway 150 – low profile/WW site.
  - Site: Bill's Hill interpretive turnout on Lane 6 – low profile/WW/Recreation/Tourism site.
  - Site: Uracca WW/Cultural site.
  - Site: Great Sand Dunes/Medano Pass WW sites.

#### Interpretation

1. Work with partners to coordinate messages and appearances throughout zone 6.

#### Marketing

1. Develop and market a Byway bicycle tour that runs through zone 6.
2. Increase Merchant Association membership.

#### Education

1. Work with partners to develop educational programming to promote stewardship of the land.

## **Zone 7**

### Signing

1. Work with the CDOT and BLM to get Blanca Wetland north/south directional signs on Highway 17.
2. Work with CDOT on necessary directional Byway signs, and placement of additional Byway logos.

### Interpretation

1. Work with CDOT, Colorado State Parks, and the CDOW on appropriate placement, turnout design and construction of interpretive gateway kiosk and Low profiles.
  - Site: Highway 17 and Lane 6 – Gateway Kiosk
  - Site: Highway 17 and Lane 6 – Gateway Kiosk
  - Site: Blanca Wetlands – low profile WW/Recreation/Tourism sites.
  - Site: Alamosa National Wildlife Refuge – low profile WW/Recreation/Tourism site.
2. Incorporate interpretive messages that explain the significance of the agriculture in the area.
3. Include interpretive and educational information regarding the history of the railroad and its significance to the region.
4. Include interpretive and educational information regarding the significance of the water resources.

### Marketing

1. Develop and market a Byway bicycle tour that runs through zone 7.
2. Develop a mission church tour.
3. Increase Merchant Association membership.

## **Zone 8**

### Signing

1. Work with CDOT on necessary directional Byway signs, and placement of additional Byway logos.
2. Work with partners to develop and enhance a low profile interpretive site at Cole Park.
3. Work with CDOT to move Byway end and beginning signs into the Alamosa city limits.

### Byway Infrastructure Enhancement & Recreation

1. Work with partners to develop picnic and restroom facilities at the Rio Grande Heritage Park east of the Rio Grande River on Hwy 160.

### Interpretation

1. Utilize the Rio Grande River for interpretation of cultural-historical/ /Recreation/Tourism resources in and around Alamosa.
2. Interpret the role of the Rio Grande River in the development and growth of cultures and communities in the southern San Luis Valley, and ultimately, in the southwestern United States.
3. Interpret the role of the railroad in Alamosa and its effects on the communities and cultures of the Byway (agriculture, communication, migration, etc...)
4. Work with partners to develop and enhance a low profile interpretive site at Cole Park.

### Marketing

1. Develop a mission church tour.
2. Increase Merchant Association membership.
3. Work with the Alamosa Chamber of Commerce to market Byway tours and products directly to convention groups visiting the area.

## **Chapter 6 – Project Priorities and Evaluation**

### **Project Priorities and Outlook**

#### **Evaluation**

To properly maximize the resources of the Los Caminos Antiguos and its partners, prioritizing of actions is the solution; only through effective evaluation can the Byway modify its goals and actions for the twenty-first century.



## **Project Priorities and Outlook**

### **Project Priority Timeline – Year 2000**

#### **Marketing System**

- ❖ Increase Merchant Association membership.
- ❖ Develop and market a Byway Bicycle tour.
- ❖ Develop and market a mission church tour.
- ❖ Develop and market historic and cultural tours.
- ❖ Develop and market watchable wildlife tours.
- ❖ Develop a coffee table book of historic photos for resale.
- ❖ Work with Alamosa Chamber of Commerce to market Byway tours and products to convention groups visiting the area.
- ❖ Release LCA documentary in April.

#### **Visitor Infrastructure**

- ❖ Increase Byway information outlets.
- ❖ Provide \$500 seed grant for infrastructure and development planning to each community along the Byway.

#### **Byway Administration and Relations**

- ❖ Develop a long-term agreement among Partners that focuses on sustainable funding.

#### **Economic Development/Aesthetics**

- ❖ Provide \$500 seed grant for infrastructure and development planning to each community along the Byway.
- ❖ Sign management at intersection of highway 142 and highway 159 in San Luis.

## **Project Priority Timeline – Year 2000**

### **Coordinated Interpretation**

#### **Incorporated Messages**

- ❖ Explain the significance of the agriculture in zone 6 & 7.
- ❖ Interpret environmental conditions that change the character of the landscape such as timber harvest, fire, windthrow, insect and disease infestations, including development and population growth in the area.
- ❖ Interpret the intrinsic qualities of zone 1 including Cumbres Pass, the Conejos River, Cumbres & Toltec Railroad, South San Juan Wilderness Area, native wildlife, and the historical tradition and cultural importance of sheep (zones 1, 2, 6, & 7) and cattle grazing in the area.
- ❖ Promote awareness and interpret the significance of the waterways and environmentally-sound Acequia system in zone 4 & 5.
- ❖ Interpret the waterways and show how they have influenced migration, settlement, culture, and the historic way of life in the area.
- ❖ Interpret the churches in Las Mesitas and Mogote through the mission churches tour.
- ❖ Interpret the geology along highway 142, west of San Luis.
- ❖ Interpret the ferry crossing on the Rio Grande River west of San Luis.
- ❖ Interpret in zones 7, 8, & 2 the history of the railroad and its significance to the region.
- ❖ Interpret the significance of the water resources in zone 6 & 7.
- ❖ Coordinate messages and appearances throughout zone 6.
- ❖ Utilize the Rio Grande River for interpretation of cultural-historic/recreational/tourism resources in land around Alamosa.
- ❖ In Alamosa, interpret the role of the river in the development and growth of cultures and communities in the southern San Luis Valley, and ultimately in the southwestern US.

## **Project Priority Timeline – Year 2000**

### **Coordinated Interpretation**

#### **Incorporated Messages, cont.**

- ❖ In Alamosa interpret the role of the railroad and its effects on the communities and cultures of the Byway (agriculture, communication, migration, etc.).
- ❖ Interpret the quest for gold and mining throughout the area.

#### **Interpretive Research**

- ❖ Research the migration of Native Americans, French settlers, and early pioneers to the valley.

#### **Educational Programming**

- ❖ Develop educational programs to promote stewardship of the land with TNC.

#### **Sites and Exhibits**

- ❖ Low profile in Manassa explaining the significance of the local assistance given to the first Mormon pioneers by Hispano settlers.
- ❖ Gateway Kiosks: Highway 160 & 150, Highway 17 & Lane 6, & Cumbres Pass.
- ❖ Low profile in Blanca City Park with Old Spanish Trail marker and WW.
- ❖ Low profile at Conejos Canyon overlook with WW.
- ❖ Redo Sand Dunes Loop kiosks at Cole Park in Alamosa.
- ❖ Relocate kiosk at the Fort in Fort Garland.
- ❖ Interpretive sign at the Shrine Interpretive Center in San Luis.
- ❖ Develop a Byway interpretive exhibit at the Fort in Fort Garland.
- ❖ Develop an exhibit utilizing historic photos from Carmen Guy. Zone 4 & 5

#### **Interpretive Guides and Directional Signage**

- ❖ Develop a self-guided interpretive brochure and map, keying on the LCA logo.
- ❖ Placement of directional signs to Blanca Wetlands off of highway 17.
- ❖ Move end and begin Byway signs within Alamosa city limits.

## **Project Priority Timeline – Year 2001**

### **Marketing System**

- ❖ Develop a 5-year Byway marketing plan by April.
- ❖ Develop Byway day tours for clients of the TNC.
- ❖ Develop and market a tour of the murals in zone 2, and the shrine of Our Lady of Guadalupe.

### **Visitor Infrastructure**

- ❖ Increase Byway information outlets.
- ❖ Provide \$5000 seed grant for stage-two infrastructure/development implementation and/or additional planning to each community along the Byway.
- ❖ Develop a coordinated for a LCA gateway visitor information center, rest area, and museum in Fort Garland.
- ❖ Enhancement of the Fort Garland Community Park.
- ❖ Develop Veterans Gateway Park on the east side of Fort Garland.
- ❖ Develop picnic facilities at the Conejos Canyon overlook.
- ❖ Restoration of park facilities at the stabilization reservoir south of San Luis.

### **Economic Development/Aesthetics**

- ❖ Provide \$5000 seed grant for stage-two infrastructure/development implementation and/or additional planning to each community along the Byway.
- ❖ Assist the Fort Garland revitalization committee and merchants on streetscapes, bike and pedestrian pathways, and relocation of the Port of Entry.

## **Project Priority Timeline – Year 2001**

### **Economic Development/Aesthetics**

- ❖ Investigate the feasibility of restoration and preservation of the Rito Seco historic canal.
- ❖ Investigate the feasibility of restoration and preservation of the murals throughout zone 2.
- ❖ Investigate the feasibility of restoration and preservation of the Las Mesitas church.
- ❖ Investigate the feasibility of enhancement of the museum complex and new exhibits at the Jack Dempsey Museum in Manassa.
- ❖ Investigate the feasibility of restoration and preservation of the following structures in zone 2:
  - SPMDTU (union hall)
  - Railroad Depot
  - Warshauer Mansion
  - Train
  - Old Palace Hotel

### **Coordinated Interpretation**

#### **Educational Programming**

- ❖ Construct and/or refurbish an authentic adobe house for display and education.

#### **Sites and Exhibits**

- ❖ Low profile at the Antonito state historical sign – WW/recreational/tourism
- ❖ Redo interpretive site at Bill's Hill on Lane 6.
- ❖ Placement of Old Spanish Trail marker on highway 159 by the school in San Luis.

#### **Preservation**

- ❖ Protect and preserve the archeological Indian campsites in San Acacio.

## **Project Priority Timeline – Year 2002**

### **Visitor Infrastructure**

- ❖ Develop picnic and restroom facilities at the Rio Grande Heritage Park in Alamosa.
- ❖ Develop a visitor information center, rest area, and museum under one roof in Antonito.

## **Project Priority Timeline – Year 2003 and Beyond**

The following projects are recognized by the Los Caminos Antiguos as **future considerations** to enhance the viability of the Byway for the visitor and its communities. As the Byway community groups proceed with their infrastructure and developmental planning phases, a realistic project list and timeline will be available for implementation. This list will be built in to the corridor management plan annual updates.

### **Visitor Infrastructure**

- ❖ Develop restroom and picnic facilities at the low profile site west of the Rio Grande River on highway 142, as visitor numbers increase.

### **Coordinated Interpretation**

#### **Sites and Exhibits**

- ❖ Low profile at the Alamosa National Wildlife Refuge.
- ❖ Low profile at the Blanca Wetlands.
- ❖ Low profile on the west side of the Rio Grande River off highway 142.
- ❖ Low profile at Forbes Ranch.
- ❖ Low profile at Lobatos Bridge.
- ❖ Low profile at Segó Springs State Wildlife Area.

## **Project Priority Timeline – Year 2003 and Beyond**

### **Coordinated Interpretation**

#### **Sites and Exhibits**

- ❖ Low profile at the Cumbres Y Toltec station in Antonito.
- ❖ Low profile at Sanchez Reservoir.
- ❖ Low profile at Wild Horse Mesa.
- ❖ Low profile at water tower overlook on Cumbres Pass.
- ❖ Low profile at Zapata Ranch.
- ❖ Low profile at Uracca.
- ❖ Low profiles at Great Sand Dunes and Medano Pass.
- ❖ Placement of Old Spanish Trail markers at Zapata Ranch overlook, and Bill's Hill interpretive sites.
- ❖ Develop an interpretive and orientation staging area at highway 150 & Lane 6.

#### **Interpretive Guides and Directional Signage**

- ❖ Placement of wild horse crossing sign south of San Luis.

#### **Incorporated Messages**

- ❖ Interpretive messages regarding the origin of the pictographs in the area and protection of such sites.

## **Outlook**

**The Los Caminos Antiguos Byway recognizes two critical overall needs.**

- 1. Work with Byway communities to develop a Travel and Tourism Infrastructure along the Byway (i.e. restroom facilities, visitor information system).**
- 2. Development of LCA Marketing Plan**

### **Critical Need #1: Byway communities present planning position**

Mogote/Horca/Conejos Canyon  
Present planning and design opportunities

Fort Garland – Priority  
Completed stage one design Work / Ready for implementation plan

Antonito/Conejos – Priority  
Present planning and design opportunities

San Luis/Others – Priority  
Ready for stage one planning and design work

Mosca – Priority  
Contact service group and merchants to assess capacity

Manassa/Romeo  
Present planning and design opportunities

Alamosa  
Multiple planning & development projects including Alamosa Cultural Center, Rio Grande Heritage Park, new city and county facilities, AURA and ACDC.  
Determine how Byway can facilitate coordinated planning and design efforts.

**Recommended Byway community observations, responsibilities, and participation levels:**

- The aesthetics of their area
- Develop choices in their market
- Utilize service training for all providers
- Economic Development

**Recommended Byway community inclusions:**

- One central Visitor Information Center, and numerous secondary information outlets.
- Public restroom facilities
- Uniform signage

**Proposed critical need #1 course of action for Byway community groups:**

- I. Stage-one Planning - \$500 LCA seed grant to conduct CSU/DOLA initial community planning and design work.
- II. Stage-two Planning - Identification of priorities
- III. Implementation Plans – How are they going to address their priorities?
- IV. Need for additional funding – GOCO parks, GOCO trails, State Historical Fund, LCA Byway Enhancement Monies, RTP Enhancement Monies

Through the \$500 LCA seed grant, Byway communities will have the opportunity to explore and realize their planning and infrastructure needs. The process is a positive starting point for a Byway-wide community planning effort to maximize resources, enhance community image, and increase economic viability.

**Critical Need 2:**

As per the Corridor Management Plan Appendix F, the LCA will produce a 5-year marketing plan by April 1, 2001.

**Projected possibilities of funding in year 2000:**

RCA grants to begin the marketing planning process

**Projected possibilities of funding in year 2001:**

Byway monies through the grant process

**Byway General Needs Categories**

**Visitor Infrastructure**

Information Outlets

Restrooms

Attractions  
Existing  
Developing  
Proposed

Trails and Pathways

Accommodations

Campgrounds

**Marketing System**

Service Training

Distribution of Materials

Tour and Product Development

Outside Marketing

Public Relations

Earned Income

**Coordinated Interpretation**

High Profile Kiosks

Low Profile Kiosks

Churches

Museums

Printed Guides

Reading List/Books

Spanish Trail

Watchable Wildlife/Recreation

**Byway Administration and Relations**

Sustainable Funding

**Economic Development/Aesthetics**

Community Planning and Design

## **Evaluation**

Evaluation is an important tool to determine if the Byway partnership plan is being accomplished and whether the actions in the plan are accomplishing their goals and objectives.

The following goal, objectives, and actions will ensure that this Byway partnership plan is utilized and the Los Caminos Antiguos Byway achieves its vision.

**Byway Plan Goal** - Ensure that the vision and goals for the Los Caminos Antiguos Byway are achieved through all actions now and in the future.

### **Objectives:**

Ensure that all managing agencies and supporting partners are following and using the direction set forth in this planning document.

Encourage the communities and their local clubs and organizations to tie in to the vision for the Los Caminos Antiguos Byway.

Monitor necessary factors to determine if the Byway vision and goals are being accomplished.

### **Actions:**

An annual report will be prepared by the Byway Association, highlighting all accomplishments for the year. The board of directors will review the accomplishments to ensure that they meet the vision, goals, and objectives stated in this plan.

The board of directors will meet on a regular basis to discuss priorities in relation to the goals and objectives in this plan. The board will annually review and update this planning document if needed to ensure that the vision, goals, objectives, and actions are achieved.

Encourage other Byway related groups (i.e., Alamosa Tourism Development Board, San Luis Valley Development Resources Group, Chambers of Commerce, etc.) to participate and work toward accomplishing the vision, goals and objectives set forth in this plan. Conduct marketing studies, visitor inventories, and usage monitoring to determine if the byway goals and objectives are being achieved.



## **APPENDICES**

- A** Planning and Preparation Participants
- B** Agreement Among Partners
- C** Summary of Visitor Attitude Survey/Summary Tables
- D** Summary of Community Citizens Attitude Survey/Summary Tables
- E** Sign Plan
- F** Interpretive Master Plan
- G** Marketing Plan
- H** Designation Letters of Support
- I** Byway Intrinsic Qualities
- J** Byway Historic Sites





**APPENDIX A**  
**Planning & Preparation Participants**

**Los Caminos Antiguos Byway Association Board of Directors**

John Koshak – Chairman  
Floyd Espinoza – Vice Chairman  
Rick Manzanares – Secretary/Treasurer  
Carla Lucero  
Cas Garcia  
Bob Zimmerman  
Fred Bunch

**Los Caminos Antiguos Byway Administrator**

Sallie Harper

**Los Caminos Antiguos Byway Planner**

Jerrold D. Brown

**Los Caminos Antiguos Planning Committee**

Great Sand Dunes National Monument  
Fort Garland State Museum  
Colorado Division of Wildlife  
AC/DC Downtown Development Alamosa  
Antonito Town Government  
Conejos County  
Bureau of Land Management  
The Nature Conservancy  
Costilla County/Town of San Luis  
Los Caminos Antiguos Board of Directors  
United States Forest Service  
Bureau of Land Management  
Natural Resources Conservation Service

Steve Chaney  
Rick Manzanares  
John Koshak  
Holly Felmlee  
Rodger Romero  
Mike Lujan  
Ray Lara  
Nancy Warner  
Amos Bernal  
Cas Garcia  
Dale Gomez  
Helene Aarons  
Felix R. Lopez



**APPENDIX B**  
**Agreement Among Partners**



## **Agreement Among Partners**

### **Public Agencies**

including

Conejos Ranger District, Rio Grande National Forest, USDA Forest Service (USFS);  
Great Sand Dunes National Monument, National Park Service (NPS);  
Region V, Colorado Department of Transportation (CDOT);  
San Luis Lake State Park, Colorado Division of Parks and Outdoor Recreation (DPOR);  
San Luis Resource Area, Bureau of Land Management (BLM);  
Alamosa Wildlife Refuge, U.S. Fish and Wildlife Service (USFWS);  
Colorado Division of Wildlife (CDOW);

### **Boards of County Commissioners**

for Alamosa, Conejos, and Costilla Counties  
and

### **Municipal Governments**

for Alamosa, Antonito, Blanca, Manassa, Romeo, Mosca, San Acacio, Fort Garland,  
Conejos, and San Luis

### **Tourism and Community Development Organizations**

Including

Alamosa County Development Corporation  
Chambers of Commerce of Alamosa, Conejos, and Costilla Counties,  
Alamosa Tourism Development Board,  
Alamosa Uptown & River Association,  
Antonito Museum,  
San Luis Museum and Cultural Center,  
Fort Garland Revitalization Committee,  
Costilla County Tourism Board,  
Conejos County Tourism Board,  
San Luis Valley Visitor's Information Center,  
Colorado Historical Society – Fort Garland Museum and Visitor Center,  
San Luis Valley GIS/GPS Authority,  
San Luis Valley Development Resources Group  
The Nature Conservancy (TNC);  
Friends of the Dunes

**For**

***Collaborative Leadership, Sustainable Funding, and Support of the  
Los Caminos Antiguos Scenic and Historic Byway***



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- A. Funding Y2K



## **Background of the Colorado Scenic and Historic Byways Program**

In 1989 the Governor of Colorado appointed a Scenic and Historic Byways Commission to establish a Byway system highlighting Colorado's outstanding natural and cultural values. The Byway program is a partnership initiative involving "grass-roots" community initiatives consisting of local host communities and their governments, the tourism industry, and land managing agencies.

Early on, the Governor's Byway commission, aware of the potential of Byway designation for good and bad, insisted that each initiative demonstrate solid community support as a condition of Byway designation. The Los Caminos Antiguos (LCA) designation effort succeeded primarily by convincing the Commission that the LCA communities -- including the San Luis Valley tourism organizations, local communities and their governments, and public land manager agencies -- were solidly behind the Byway designation proposal.

But designation is only the first of five major elements of Colorado's Scenic and Historic Byway program. Four other elements follow, including enhancement and protection, infrastructure, interpretation, and promotion and marketing. Thus the Commission also insists that each community Byway partnership develop a coordinated Byway management plan that addresses these remaining four elements. Management plans are also required to determine the appropriateness of all Byway management actions, coordinate those actions with other development projects along the Byway, and help maximize the beneficial impact of available funding. The LCA Corridor Management Plan was completed and adopted December 31, 1999.

## **Background of the Los Caminos Antiguos Scenic Byway**

The Los Caminos Antiguos (LCA) Scenic and Historic Byway was designated as an 88-mile route on October 21, 1991 by the Colorado Transportation Commission, following recommendations of the Governor's Scenic and Historic Byways Commission an additional 41-mile segment was added and designated in June, 1992.

The Los Caminos Antiguos Scenic and Historic Byways Association is a regional partnership managed by a non-profit corporation. The responsibility of the partnership is to share and protect the cultural, historical, and natural resources that lie along the Los Caminos Antiguos Scenic and Historic Byway in south central Colorado.



## Context

The LCA partnership consists of all affecting cultural, recreation, and tourism providers along the Byway. Providers within three key sectors will determine and shape its future and therefore are being engaged via this Agreement Among Partners.

Public land management agencies.

Private sector cultural, recreation, and tourism service provider businesses and industry.

Local host communities and their governments, including the San Luis Valley Development Resources Group.

The sustained involvement of providers from each of these sectors is essential. Directly or indirectly, each affects the character of the Byway itself, the character of adjacent communities, and the resulting benefits jointly realized both by residents and visitors, including their quality of life.

The need for this agreement is further to:

A. Engage, Sustain, and Add Structure to the LCA Byway Organization

1. Engage all affecting providers in cooperatively working towards providing sustainable funding to manage and market the Byway.
2. Sustain the Byway partnership itself to ensure that all Byway management actions are geared towards sustaining the desired character quality of the Byway and the delivery of a desired stream of benefits to adjacent communities and their visitors.
3. Structure partnership involvement to generate effective working relationships.

B. Add Community Capacity to provide the administrative capability for sustaining partnership involvement and facilitating planning and management.

C. Maintain Cohesive Byway Management through the reference of the LCA Corridor Management Plan by the agencies and support partners.

## Purpose

The purpose of this agreement is to empower a balanced LCA Byway organization of agencies and support partners to maintain sustaining the administration of managing the day-to-day affairs of the LCA Byway, and to collaborate on future projects.



## **Byway Organization**

This agreement establishes a six-tier balanced Byway organizational structure consisting of the Byway Board of Directors, Byway Administrator, the LCA Planning Committee, Public Agencies, Support Partners, and the Public at Large. Responsibilities and the Composition of each unit of this organization are as follows:

### **A. Byway Board of Directors**

Responsibilities:

- 1 - Represent the Byway to local, state, and federal government agencies, and citizen interests.
- 2 - Provide oversight regarding Byway management, personnel, and operations.
- 3 - Maintain and review proper fiscal accounting functions for the Byway.
- 4 - Make final decisions on LCA planning and content.
- 5 - Collaborate with agencies and support partners for timely sustainable funding requests and collection.

### **B. Byway Administrator**

Responsibilities:

- 1 - Manage day-to-day operations of the Byway.
- 2 - Procurement of necessary contractors, materials, and personnel with approval of board.
- 3 - Maintain fiscal records, budgets, and receipts.
- 4 - Represent the LCA at functions and meeting for furthering of Byway business.

### **C. LCA Planning Committee**

Responsibilities:

- 1 - Work with the Byway Board of Directors, administration, and contractors to formulate LCA strategic plans.
- 2 - Work with Agencies and Support Partners to assist in the implementation of project actions set forth in the LCA Corridor Management Plan.
- 3 - Be aware of and refer to other Agency and Support Partner plans and documents when working on LCA planning strategies.



D. Public Agencies

E. Support Partners

Responsibilities:

- 1 - Collaborate with each other to maximize resources towards accomplishing LCA goals.
- 2 - Support the LCA with annual sustainable funding.
- 3 - Support the LCA with collaborative efforts on project actions set forth in the LCA Corridor Management Plan.
- 4 - Refer to the LCA Corridor Management Plan frequently when doing in-house strategic planning involving areas along the Byway.

F. Public at Large

Responsibilities:

Provide review and comment on Byway planning strategies and materials.

**Members**

The 7 agencies include:

Colorado Department of Transportation Region V  
Great Sand Dunes National Monument  
U.S. Fish and Wildlife Service  
Bureau of Land Management  
Colorado Division of Wildlife  
Colorado State Parks  
Conejos Ranger District of the Rio Grande National Forest

The 20 supporting partners include:

Alamosa County Commissioners  
Conejos County Commissioners  
Costilla County Commissioners  
Chambers of Commerce of Alamosa, Conejos, and Costilla Counties  
Antonito Museum  
San Luis Museum and Cultural Center  
Alamosa Tourism Development Board  
Alamosa County Development Corporation  
Alamosa Uptown & River Association  
Fort Garland Revitalization Committee  
San Luis Valley Visitor's Information Center



San Luis Valley Development Resources Group  
Costilla County Tourism Board  
 Conejos County Tourism Board  
Colorado Historical Society – Fort Garland Museum  
San Luis Valley GIS/GPS Authority.  
The Nature Conservancy  
Friends of the Dunes

## **Authorities**

- A. BLM -- Federal Land Policy and Management Act of 1976 (43 U.S.C. 1737 (b)).
- B. CDOT:           (1) 29-1-203 C.R.S. (1986)  
                      (2) 43-2-144 C.R.S. (1984)  
                      (3) 43-1-102 and 43-1-106 C.R.S. (1984 and 1989)
- C. DPOR: Title 33-10-107(d)
- D. NPS -- Park and Parkways Program Act, 16 USC, Section 17, Act of June 23, 1936
- E. USFS -- P.L. 102-240, Title 1, Sec. 1047, Dec. 18, 1991.

## **Administrative Provisions**

- A. Conflicts between the participants concerning procedures under this Agreement Among Partners which cannot be resolved at the operational level will be referred to successively higher levels, as necessary, for resolution.
- B. Nothing in this agreement will be construed as obligating the parties to expenditures or contractual agreements or other obligations for future payment of money in excess of appropriations authorized by law and administratively allocated on an annual basis.
- C. Performance of this agreement is dependent upon the availability of partnership and grant funding on an annual basis.
- D. The terms of this Agreement Among Partners may be renegotiated at any time at the initiative of one or more of its participants, following at least 30 days written notice to the other participants.
- E. Amendments to this agreement may be proposed by any party and shall become effective upon written approval by all parties.
- F. Nothing in this agreement shall be construed as limiting or affecting the authorities or legal responsibilities of the cooperative parties or as delegating authority for planning or management of areas of jurisdiction from the party responsible by law for managing such areas, to another party or parties.



G. Notwithstanding any provision of this Agreement to contrary, each contracting party shall retain authority and sole responsibility for the lands and improvements within their respective jurisdictions that are subject to this agreement.

H. Nothing in this agreement shall be construed as incurring a financial obligation or imposing such obligation on any of the parties. A written supplement or request must be executed consistent with applicable funding requirements of the respective parties before financial obligations are incurred pursuant to this agreement.

I. The need for this agreement is expected to continue for the life of the Los Caminos Antiguos Scenic Byway.

J. This agreement shall become effective when signed by the parties hereto and shall continue in force until terminated by mutual agreement, by amendment, or by any party upon a 30-day written notice to the other parties of its intention to terminate upon the date indicated. This agreement will be reviewed every 5 years, and the Byway budget will be introduced to the agreement annually.

K. During the performance of this agreement, the participants agree to abide by the terms of Executive Order 11246 on non-discrimination and will not discriminate against any person because of race, color, religion, gender, or national origin. The participants will take affirmative action to ensure that applicants are employed without regard to their race, color, religion, gender, or national origin.

L. Substitutes for the LCA Byway organization among the signatories to this agreement will be made with individuals from the same or similar organization, agency, or government unit.

M. New additions or deletions to the planning committee will be made with the concurrence of the board of directors.



**Effective Date/Execution**

We the undersigned jointly appoint and empower the Los Caminos Antiguos Byway organization outlined herein. The partners hereto have executed this agreement as of the last written date below:

**County Governments**

\_\_\_\_\_  
Robert Zimmerman, Chairman  
Alamosa County, Board of Commissioners  
Date: \_\_\_\_\_

\_\_\_\_\_  
LeRoy Velasquez, Chairman  
Conejos County, Board of Commissioners  
Date: \_\_\_\_\_

\_\_\_\_\_  
Carlos Atencio, Chairman  
Costilla County, Board of Commissioners  
Date: \_\_\_\_\_

**Municipal Governments**

\_\_\_\_\_  
Mayor Farris Bervig  
Town of Alamosa  
Date: \_\_\_\_\_

\_\_\_\_\_  
Mayor Carla Lucero  
Town of Antonito  
Date: \_\_\_\_\_

\_\_\_\_\_  
Mayor Myrri Smith  
Town of Blanca  
Date: \_\_\_\_\_

\_\_\_\_\_  
Town of Manassa  
Date: \_\_\_\_\_

\_\_\_\_\_  
Town of Romeo  
Date: \_\_\_\_\_

\_\_\_\_\_  
Mayor John Apodaca  
Town of San Luis  
Date: \_\_\_\_\_

\_\_\_\_\_  
Mayor  
Town of Mosca  
Date: \_\_\_\_\_



**Tourism Organizations**

\_\_\_\_\_  
Alamosa Tourism Development Board  
Date: \_\_\_\_\_

\_\_\_\_\_  
Costilla County Chamber of Commerce  
Date: \_\_\_\_\_

\_\_\_\_\_  
Costilla County Tourism Board  
Date: \_\_\_\_\_

\_\_\_\_\_  
Conejos County Tourism Board  
Date: \_\_\_\_\_

\_\_\_\_\_  
Fort Garland Museum  
Date: \_\_\_\_\_

\_\_\_\_\_  
Alamosa County Chamber of Commerce  
Date: \_\_\_\_\_

\_\_\_\_\_  
Conejos County Chamber of Commerce  
Date: \_\_\_\_\_

\_\_\_\_\_  
San Luis Valley Visitor's Information Center  
Date: \_\_\_\_\_

\_\_\_\_\_  
Antonito Museum  
Date: \_\_\_\_\_

\_\_\_\_\_  
San Luis Museum and Cultural Center  
Date: \_\_\_\_\_

**Land Management & Other Agencies**

\_\_\_\_\_  
Great Sand Dunes National Monument  
National Park Service  
Date: \_\_\_\_\_

\_\_\_\_\_  
San Luis State Park,  
Colorado Division of Parks and Outdoor  
Recreation  
Date: \_\_\_\_\_

\_\_\_\_\_  
Conejos Ranger District  
USDA Forest Service  
Date: \_\_\_\_\_

\_\_\_\_\_  
San Luis Resource Area  
Bureau of Land Management  
Date: \_\_\_\_\_

\_\_\_\_\_  
Region V  
Colorado Department of Transportation  
Date: \_\_\_\_\_

\_\_\_\_\_  
U.S. Fish and Wildlife Service  
Date: \_\_\_\_\_

\_\_\_\_\_  
Colorado Division of Wildlife  
Date: \_\_\_\_\_



**Community Development Organizations**

San Luis Valley Development Resources Group  
Date: \_\_\_\_\_

Alamosa County Development Corporation  
Date: \_\_\_\_\_

San Luis Valley GIS/GPS Authority  
Date: \_\_\_\_\_

Alamosa Uptown & River Association  
Date: \_\_\_\_\_

Fort Garland Revitalization Committee  
Date: \_\_\_\_\_

The Nature Conservancy  
Date: \_\_\_\_\_

Friends of the Dunes  
Date: \_\_\_\_\_

**Los Caminos Antiguos Byway Chairperson and Administrator**

Byway Chairperson  
Date: \_\_\_\_\_

Administrator  
Los Caminos Antiguos Scenic and Historic Byway  
Date: \_\_\_\_\_



## Appendix A - Funding

### LOS CAMINOS ANTIGUOS PROPOSED BUDGET YEAR 2000

CONTRACT ADMINISTRATOR (\$2400 month x 12 months)	\$28,800
MARKETING CONTRACTOR (Marketing Campaign / Tour Development)	\$15,000
RENT (Fort Garland Museum)	\$ 6,000
MERCHANDISING CONTRACTOR (Fort Garland Museum)	\$ 5,000
MARKETING MATERIALS (Tabloid, Brochure, Web Page, Merchandise Seed Monies)	\$10,000
OPERATIONS (Phone, Mail, Travel)	<u>\$12,700</u>
TOTAL ADMINISTRATIVE / MARKETING BUDGET: (Local Sources)	<b>\$77,500</b>
OPEN INTERPRETATION PROJECT BUDGETS (REMAINING):	
93 Grant - Gateway Kiosks, Brochure, Tabloid	\$ 6,469
96 Grant - Survey and Planning	\$22,513
97 Grant - Low Profile Kiosks, Documentary	\$66,306
99 Grant - Tour of Hispano Mission Churches	<u>\$41,500</u>
	136,788
YEAR 2000 TEA-21 REGIONAL EXHIBITS APPLICATION:	
TEA-21	\$272,420
STATE HISTORICAL FUND MATCH	<u>\$ 25,000</u>
	\$297,420
<b>TOTAL PROJECTED BUDGET: ALL CATEGORIES</b>	<b>\$511,708</b>



**LOS CAMINOS ANTIGUOS**  
**SUSTAINABLE REVENUE FUNDING REQUESTS**

YEAR 2000

ADMINISTRATION & MARKETING BUDGET

1. Watchable Wildlife / Colorado Division of Wildlife	\$5000
2. BLM / Local Office	\$5000
3. USDA - Forest Service / Local Office	\$5000
4. Alamosa & Monte Vista Wildlife Refuges	\$5000
5. Colorado State Parks / San Luis Lakes	\$5000
6. Friends of the Dunes	\$2500
7. National Park Service	\$5000
8. Alamosa County	\$5000
9. Costilla County	\$5000
10. Conejos County	\$5000
11. Alamosa Tourism Development Council	\$5000
12. Costilla County Lodging Tax Board	\$5000
13. Conejos County Lodging Tax Board	\$5000
14. The Nature Conservancy	\$5000
15. City of Alamosa	\$5000
16. Alamosa Community Development Corporation	\$2500
17. Development Resources Group	<u>\$2500</u>
	\$77,500

OTHER: INTERPRETATION PROJECT BUDGETS

18. Open Grant Balances	\$136,788
19. State Historical Fund - YR 2000 TEA-21 Grant Match	\$25,000
20. TEA-21 Grant Application (Awards by year's end)	<u>\$272,420</u>
	\$434,208

**TOTAL PROJECTED INCOME:** **\$511,708**



**APPENDIX C**  
**Summary of Visitor Attitude Survey and Summary Tables**



**Los Caminos Antiguos Scenic and Historic Byway  
1998 Visitor Survey**

**Executive Summary**

**Prepared for: Los Caminos Antiguos Byway Association**

**Prepared by:**

**Adam B. McClory  
Graduate Research Assistant**

**Marty Lee  
Principal Investigator**

**September, 1999**

**School of Forestry  
Northern Arizona University  
Flagstaff, AZ**

## Acknowledgements

We would particularly like to thank the following individuals and organizations for their support throughout this research project including providing input into the questionnaire, housing, office space, vehicles, and equipment for the graduate assistant, interviewing assistance, and generally helping to make this a truly collaborative project:

Fred Bunch and staff at Great Sand Dunes National Monument  
Rio Grand National Forest  
Don Bruns and Bill Dailey, Bureau of land Management  
Sallie Beach, Project Manager  
LCA Board Members  
Chad Pierskalla, Byway Planner

A special thanks to Ann Gethen of Ft. Garland for her artwork.

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# **Los Caminos Antiguos Scenic and Historic Byway Visitor Study**

## **Executive Summary**

### **Introduction**

During the summer of 1998, researchers from Northern Arizona University distributed a survey to Los Caminos Antiguos (LCA) Scenic and Historic Byway visitors. The focus for this research was to gather information from visitors with the purpose of developing a benefits-based management plan for the LCA Byway and surrounding attractions. Results of the survey provide insight into the desires of LCA Byway visitors as well as visitors to specific nature and cultural/historic-based attraction sites.

Information on Byway visitors was collected using a combination on-site interview and an in-depth mail-back questionnaire. Types of information gathered on Byway visitors included: trip characteristics, activity participation, benefits and experiences sought, services and facilities desired, and demographics.

The survey was conducted during June, July, and August of 1998. Visitors were contacted at a variety of recreation and attraction sites during morning, afternoon, and evening interview time blocks. The on-site interview and mail-back questionnaire used in the study are provided in Appendix A. Locations of visitor contacts are provided in Table 1 and shown in Figure 1. A total of 1000 visitors were contacted by researchers during the study period. From this pool, 617 valid surveys were obtained, a response rate of 62 % .

Results of the survey are presented in two documents. This document provides highlights of the study organized in two sections. The first section includes highlights of results from the entire sample of Byway visitors. The second section of the report provides information on visitors broken out by zones that visitors identified as being their most enjoyable. Highlights are organized under the following headings: 1) trip characteristics, 2) activities participated in, 3) benefits desired and found able to attain, 4) setting characteristics desired, 5) services and facilities desired and found available, 6) benefits of the Byway to others, and 7) visitor demographics. The second report contains the summary data tables and responses to the open-ended questions used in the survey.

**Table 1. Location of visitor contact by Zone, LCA Scenic and Historic Byway Visitor Study, 1998-1999.**

<b>ZONE</b>	<b>MAIL-BACK SURVEYS DISTRIBUTED</b>	<b>PERCENT</b>
Zone 1	169	27.4
Zone 2	6	1.0
Zone 3	0	0.0
Zone 4	59	9.6
Zone 5	95	15.4
Zone 6	167	27.1
Zone 7	38	6.2
Zone 8	83	13.5
Total	617	100.0

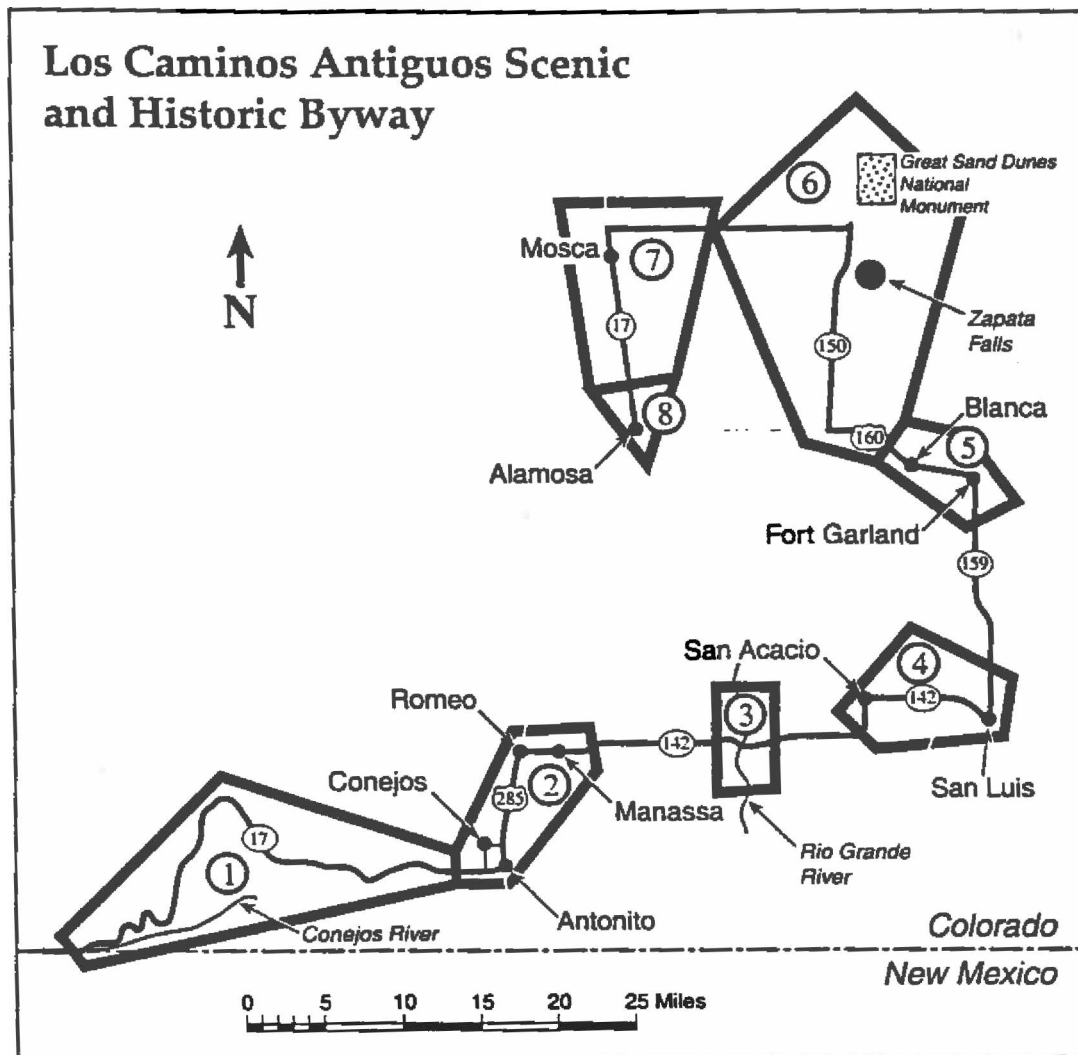


Figure 1. Sampling Zones for LCA Byway

## Highlights of the LCA Byway Visitor Study

### Visitors Byway-wide

#### TRIP CHARACTERISTICS

- ❖ Over half of visitors (58.8%) were engaging in a repeat visit to the LCA Byway. Of these repeat visitors, over two-thirds (72.5%) had been in the area 1 or fewer times in the past year.
- ❖ One-half of visitors (50.1%) were on a vacation with the LCA Scenic Byway as a part of a larger trip.
- ❖ The two most utilized forms of accommodations by visitors were hotel/motel (32.7%) and public campgrounds (26.3%). Close to a quarter of respondents (24.5 %) did not stay overnight in the area.
- ❖ The major forms of information sources used by at least one-fifth of visitors are: maps of the area (47.6%), past experience (43.6%), friends and relatives (35.7%), and travel books/guides (27.4%).
- ❖ When asked if they were aware of being on a Scenic Byway, 50.8% of visitors responded no. Visitors were then asked if knowing that they were on a Scenic Byway influenced their impression of the area, and over one-half (61.0%) answered no.

#### ACTIVITIES

- ❖ There were four activities that were participated in by over one-third of the visitors to the LCA Byway. General sightseeing was identified by 80.4%, photography by 43.9%, viewing wildlife by 38.4%, and hiking by 34.7%.

#### BENEFITS FOUND IMPORTANT AND ABLE TO ATTAIN

- ❖ Visitors were asked to rate the importance of a list of benefits they could attain during their visit (-3=very unimportant to +3=very important). The three most important benefits to this sample group were Enjoying the natural scenery (mean = 2.6), Spending time with my family and/or friends (mean = 2.4), and Get away from the usual demands of life (mean = 2.1).
- ❖ Visitors were also asked to rate how much they were able to attain particular benefits during their visit (1=not at all able to 4=totally able). Respondents found Enjoying

the natural scenery (mean = 3.7), Spending time with family and/or friends (mean = 3.6), and Being with people who enjoy the same things I do (mean = 3.4) as the benefits most able to attain.

#### DESIRED SETTING CHARACTERISTICS

- ❖ Visitors to cultural/historic sites along the Byway were asked to rate how important certain setting characteristics are to their recreation trip and the degree to which they would or would not like to see it changed (1=a lot less to 5=a lot more). The three most desired setting characteristics identified by visitors include Preservation of traditional architecture, Guest services (hotels, restaurants, etc.), and Cultural events. Each of these characteristics had a mean higher than 3.0.
- ❖ Visitors to nature-based sites were asked to rate how important certain setting characteristics are to their recreation trip and the degree to which they would or would not like to see it changed (1=a lot less to 5=a lot more). The three most desired setting characteristics identified by visitors include Facilities (restrooms, picnic tables, etc. provided), Staff available to talk to visitors, and Facilities maintenance. Each of these characteristics had a mean higher than 3.0.

#### SERVICES AND FACILITIES FOUND IMPORTANT AND AVAILABLE

- ❖ Visitors were asked to rate the importance of various types of services and facilities in their most enjoyable zone (-3=very unimportant to +3=very important). Visitors found Public restrooms (mean = 1.84), Brochures and maps (mean = 1.7), and Roadside signs (mean = 1.6) to be the three most important services and facilities.
- ❖ Additionally, visitors were asked to rate the availability of various services and facilities throughout the entire byway (1=not at all available to 4=totally available). Public restrooms (mean = 1.8), Brochures and maps (mean = 1.7), and Roadside signs (mean = 1.7) were the top three identified.

#### BENEFITS OF THE LCA BYWAY TO OTHERS

- ❖ Visitors were asked to rate what benefits their most enjoyable zone could provide to others (1=not at all important to 5=extremely important). Respondents from this zone felt strongly that the LCA Byway can help others through managing for the areas cultural resources. The top three responses in this category are: Reduced looting and vandalism of cultural, historic, and religious sites (mean = 4.5), Increased quality of life (mean = 4.1), and Improved relationship with the natural world (mean = 4.1).

## VISITOR DEMOGRAPHICS

- ❖ The vast majority of visitors are White (90.9%).
- ❖ The two most represented states account for more than half of the visitors to this zone. Colorado represents 42.5% and Texas represents 14.4%.
- ❖ Half of visitors came to the LCA Byway as a family (51.7%). One-quarter (25.4%) come as a couple.
- ❖ Two-thirds of visitors (67.3%) are presently employed, while almost one-fifth are retired (19.6%). Present occupations frequently mentioned include education, training and library (23.6%) and business and financial operations (9.3%).
- ❖ Two-thirds who visited the Byway are married with children (66.7%); over half are male (57.8%); and the average age is 49.1 years old.
- ❖ The visitors who found this zone most enjoyable are highly educated. Most (84.0%) have some level of college education. This corresponds with an associated high level of income – over two-thirds (68.8%) have an income \$40,000 or higher.
- ❖ The typical visitor comes from an urban area. Over half (53.5%) live in an area with 50,000 or more people. Visitors from areas of 250,000 or more people account for over one-quarter of this sample (29.1%).

## Visitors by Zone

The LCA Byway Visitor Study was divided into eight zones (see Figure 1) that represent distinct visitor attraction areas and included natural, cultural and community attractions. Two types of zones were identified: nature-based zones and cultural/historic-based zones. These were identified by the primary type of recreation or tourism attractions found within the zone. The zones and their designation include:

Zone	Name	Designation
1	Cumbres Pass to Antonito	Nature-based zone
2*	Communities of Antonito/Conejos/Romeo/Manassa	Cultural/historic-based zone
3*	Rio Grande Recreation Area	Nature-based zone
4	Communities of San Luis/San Acacio	Cultural/historic-based zone
5	Communities of Ft. Garland/Blanca	Cultural/historic-based zone
6	Great Sand Dunes/Blanca Wetlands/San Luis Lakes State Park	Nature-based zone
7*	Community of Mosca	Cultural/historic-based zone
8	Community of Alamosa	Cultural/historic-based zone

\*Insufficient sample size to calculate statistics.

Highlights are provided for 5 of the 8 zones (2 nature-based zones and 3 cultural-based zones) identified by visitors as being their most enjoyable. The remaining 3 zones had insufficient samples sizes to reliably compute statistics. The zones and their designations are listed below.

## **Nature-based Zones**

### **ZONE 1 Cumbres Pass to Antonito**

#### **TRIP CHARACTERISTICS**

- ❖ Half of visitors were engaging in a repeat visit to the LCA Byway. Of these repeat visitors, 84.5% had been in the area 1 or fewer times in the past year.
- ❖ Almost one-half of visitors (47.8%) were on a vacation with the LCA Scenic Byway as a part of a larger trip.
- ❖ The two most utilized forms of accommodations by visitors were hotel/motel (44.4%) and public campgrounds (26.1%).
- ❖ The major forms of information sources that were used by over one-third of visitors are: maps of the area (45.1%), past experience (40.1%), travel books/guides (36.6%).
- ❖ When asked if they were aware of being on a Scenic Byway, 51.5% of visitors responded yes. Visitors were then asked if knowing that they were on a Scenic Byway influenced their impression of the area, and almost two-thirds (63.2%) answered no.

#### **ACTIVITIES**

- ❖ There were four activities that were participated in by over one-third of the visitors who considered zone 1 to be their most enjoyable zone. General sightseeing was engaged in by 91.5%, photography by 53.5%, viewing wildlife 45.8%, and seeing historic places 35.2%.

## **BENEFITS FOUND IMPORTANT AND ABLE TO ATTAIN**

- ❖ Visitors were asked to rate the importance of a list of benefits they could attain during their visit (-3=very unimportant to +3=very important). The three most important benefits to this sample group were Enjoying the natural scenery (mean = 2.6), Spending more time with my family and/or friends (mean = 2.3), and Get away from the usual demands of life (mean = 2.1). Fortunately, these were also seen to be three of the top four benefits visitors were able to attain.
- ❖ Visitors were also asked to rate how much they were able to attain particular benefits during their visit (1=not at all able to 4=totally able). Respondents found Enjoying the natural scenery (mean = 3.8), Spending more time with family and/or friends (mean = 3.6), and Being with the people who enjoy the same things I do (mean = 3.4) as the three most able to attain benefits from the list provided.

## **DESIRED SETTING CHARACTERISTICS**

- ❖ Visitors were asked to rate how important certain setting characteristics are to their recreation trip and the degree to which they would or would not want it changed (1=a lot less to 5=a lot more). The three most desired setting characteristics identified by visitors includes Facilities (restrooms, picnic tables, etc.), Visitor programs and interpretation, and Road maintenance. Each of these characteristics had a mean higher than 3.0.

## **SERVICES AND FACILITIES FOUND IMPORTANT AND AVAILABLE**

- ❖ Visitors were asked to rate the importance of various types of services and facilities in their most enjoyable zone (-3=very unimportant to +3=very important). Visitors found Public restrooms (mean = 1.6), Historic sites (mean = 1.5), and Brochures and maps (mean = 1.5) to be the three most important services and facilities.
- ❖ Additionally, visitors were asked to rate the availability of various services and facilities throughout the zone they found most enjoyable (1=not at all available to 4=totally available). Brochures and maps were seen as the most available service and facility for visitors (mean = 2.8). Public restrooms and Historic sites were only the seventh and tenth most available service and facilities throughout the zone.

## BENEFITS OF THE LCA BYWAY TO OTHERS

- ❖ Visitors were asked to rate what benefits their most enjoyable zone could provide to others (1=not at all important to 5=extremely important). Respondents from this zone felt strongly that the LCA Byway can help others through managing for the area's cultural resources. Three of the top responses in this category revolve around cultural issues: Reduced looting and vandalism of cultural, historic, and religious sites; Preservation of cultural heritage; and Retention of a distinct cultural atmosphere.

## VISITOR DEMOGRAPHICS

- ❖ The vast majority of visitors are White (94.3%).
- ❖ The two most represented states account for more than half of the visitors to this zone. Colorado represents 31.0% and Texas represents 24.6%.
- ❖ Half of visitors came to the LCA Byway as a family. Almost one-third (30.3%) came as a couple.
- ❖ Almost two-thirds of visitors (61.3%) are presently employed while 26.8% are retired. Present occupations frequently mentioned include Education, training, and library (13.0%), Business and financial operations (11.7%), and Management (10.4%).
- ❖ The vast majority of visitors who enjoyed zone 1 the most are married with children (70.4%); two-thirds are male (64.5%); and the average age is 51.8 years old.
- ❖ The visitors who found this zone most enjoyable are highly educated. Most (83.7%) have had some degree of college education. This corresponds with an associated high level of income – over half (50.9%) have an income \$60,000 or higher.
- ❖ The typical visitor also comes from an urban area. Almost 60% live in an area with 50,000 or more people. Visitors from areas of 250,000 or more people account for just less than one third of this sample (32.1%).

## **ZONE 6 Great Sand Dunes/Blanca Wetlands/San Luis Lakes St. Park**

### TRIP CHARACTERISTICS

- ❖ Over half of visitors (56.1%) were engaging in a repeat visit to the LCA Byway. Of these repeat visitors, 76.0% had been in the area 1 or fewer times in the past year.

- ❖ Over half of visitors (54.2%) were on a vacation with the LCA Scenic Byway as a part of a larger trip.
- ❖ The two most utilized forms of accommodations by visitors were public campgrounds (37.4%) and hotel/motel (34.8%).
- ❖ The major forms of information sources that were used by over one-third of visitors are maps of the area (45.1%) and past experience (40.1%).
- ❖ When asked if they were aware of being on a Scenic Byway, 52.7% of visitors responded yes. Visitors were then asked if knowing that they were on a Scenic Byway influenced their impression of the area, and almost two-thirds (63.6%) answered no.

## ACTIVITIES

- ❖ There were five activities that were participated in by over one-third of the visitors who considered zone 6 to be their most enjoyable zone. General sightseeing was engaged in by 93.0%, hiking by 66.5%, photography by 57.0%, viewing wildlife by 49.1%, and camping by 36.5%.

## BENEFITS FOUND IMPORTANT AND ABLE TO ATTAIN

- ❖ Visitors were asked to rate the importance of a list of benefits they could attain during their visit (-3=very unimportant to +3=very important). The three most important benefits to this sample group were Enjoying the natural scenery (mean = 2.7), Spending time with my family and/or friends (mean = 2.6), and Resting mentally (mean = 2.2).
- ❖ Visitors were also asked to rate how much they were able to attain particular benefits during their visit (1=not at all able to 4=totally able). Respondents found Enjoying the natural scenery (mean = 3.7), Spending time with family and/or friends (mean = 3.7), and Being with the people who enjoy the same things I do (mean = 3.4) as the benefits most able to attain from the list provided.

## DESIRED SETTING CHARACTERISTICS

- ❖ Visitors were asked to rate how important certain setting characteristics are to their recreation trip and the degree to which they would or would not like to see it changed (1=a lot less to 5=a lot more). The three most desired setting characteristics identified by visitors include Facilities (restrooms, picnic tables, etc.), Staff available to talk to visitors, and Visitor programs and interpretation. Each of these characteristics had a mean higher than 3.0.

## SERVICES AND FACILITIES FOUND IMPORTANT AND AVAILABLE

- ❖ Visitors were asked to rate the importance of various types of services and facilities in their most enjoyable zone (-3=very unimportant to +3=very important). Visitors found Public restrooms (mean = 2.1), Brochures and maps (mean = 1.8), and Visitor centers (mean = 1.8) to be the three most important services and facilities.
- ❖ Additionally, visitors were asked to rate the availability of various services and facilities throughout the zone they found most enjoyable (1=not at all available to 4=totally available). Visitor centers were seen as the most available service and facility (mean = 3.4). Brochures and maps (mean = 3.2) and Display at visitor center or museum (mean = 3.2) were also identified as available.

## BENEFITS OF THE LCA BYWAY TO OTHERS

- ❖ Visitors were asked to rate what benefits their most enjoyable zone could provide to others (1=not at all important to 5=extremely important). Respondents from this zone felt strongly that the LCA Byway can help others through managing for the area's cultural resources. The top response in this category is Reduced looting and vandalism of cultural, historic, and religious sites (mean = 4.4). Visitors also identified an Improved relationship with the natural world (mean = 4.3) and Increased quality of life (mean = 3.7) as the two other types of benefits that can be provided for others due to the LCA Byway.

## VISITOR DEMOGRAPHICS

- ❖ The vast majority of visitors are White (90.4%).
- ❖ The two most represented states account for more than half of the visitors to this zone. Colorado represents 47.8% and Texas represents 10.4%.
- ❖ Almost two-thirds of visitors came to the LCA Byway as a family (63.9%). Almost one-fifth (19.1%) came as a couple.
- ❖ Almost three-quarters of visitors (74.8%) are presently employed. Present occupations frequently mentioned include Education, training, and library (24.3%), Community and social service (7.9%) and Healthcare practitioners and technical (7.9%).
- ❖ The majority of visitors who enjoyed zone 6 the most are married with children (65.4%); over half are male (55.4%); and the average age is 44.3 years old.

- ❖ The visitors who found this zone most enjoyable are highly educated. Most (87.2%) have had some degree of college education. This corresponds with an associated high level of income – two-thirds (66.5%) have an income \$40,000 or higher.
- ❖ The typical visitor also comes from an urban area. Over half (54.6%) live in an area with 50,000 or more people. Visitors from areas of 250,000 or more people account for just less than one third of this sample (29.1%).

## **Cultural/Historic-based Zones**

### **ZONE 4 Communities of San Luis/San Acacio**

#### **TRIP CHARACTERISTICS**

- ❖ Almost two-thirds of visitors (63.6%) were engaging in a repeat visit to the LCA Byway. Of these repeat visitors, almost three-quarters (73.1%) had been in the area 1 or fewer times in the past year.
- ❖ Close to half of visitors (47.7%) were on a vacation with the LCA Scenic Byway as a part of a larger trip.
- ❖ The two most utilized forms of accommodations by visitors were hotel/motel (22.7%) and bed and breakfast (13.6%). Forty-three percent of respondents did not stay overnight in the area.
- ❖ The major forms of information sources that were used by over one-third of visitors are: friends and relatives (54.5%), past experience (40.9%), and maps of the area (38.6%).
- ❖ When asked if they were aware of being on a Scenic Byway, 54.5% of visitors responded no. Visitors were then asked if knowing that they were on a Scenic Byway influenced their impression of the area, and over one-half (57.5%) answered yes.

#### **ACTIVITIES**

- ❖ There were five activities that were participated in by over one-third of the visitors who considered zone 4 to be their most enjoyable zone. General sightseeing was engaged in by 88.6%, visiting churches by 52.3%, seeing historic places by 47.7%, photography by 45.5%, and talking to people/residents (40.9%).

## BENEFITS FOUND IMPORTANT AND ABLE TO ATTAIN

- ❖ Visitors were asked to rate the importance of a list of benefits they could attain during their visit (-3=very unimportant to +3=very important). The three most important benefits to this sample group were Enjoying the natural scenery (mean = 2.3), Spending time with my family and/or friends (mean = 2.3), and Being with people who enjoy the same things I do (mean = 2.2).
- ❖ Visitors were also asked to rate how much they were able to attain particular benefits during their visit (1=not at all able to 4=totally able). Respondents found Enjoying the natural scenery (mean = 3.8), Spending time with family and/or friends (mean = 3.6), and Resting mentally (mean = 3.5) as the benefits most able to attain.

## DESIRED SETTING CHARACTERISTICS

- ❖ Visitors were asked to rate how important certain setting characteristics are to their recreation trip and the degree to which they would or would not like to see it changed (1=a lot less to 5=a lot more). The three most desired setting characteristics identified by visitors include Preservation of traditional architecture, Visitor programs and interpretation, and Cultural events. Each of these characteristics had a mean higher than 3.0.

## SERVICES AND FACILITIES FOUND IMPORTANT AND AVAILABLE

- ❖ Visitors were asked to rate the importance of various types of services and facilities in their most enjoyable zone (-3=very unimportant to +3=very important). Visitors found Public restrooms (mean = 2.1), Roadside signs (mean = 2.1), and Historic sites (mean = 2.0) to be the three most important services and facilities.
- ❖ Additionally, visitors were asked to rate the availability of various services and facilities throughout the zone they found most enjoyable (1=not at all available to 4=totally available). Restaurants were identified as the most available (mean = 2.9), followed closely by Historic sites (mean = 2.8) and Self guided tours (mean = 2.8).

## BENEFITS OF THE LCA BYWAY TO OTHERS

- ❖ Visitors were asked to rate what benefits their most enjoyable zone could provide to others (1=not at all important to 5=extremely important). Respondents from this zone felt strongly that the LCA Byway can help others through managing for the area's cultural resources. The top three responses in this category all identify cultural benefits: Reduced looting and vandalism of cultural, historic, and religious sites (mean = 4.6), Preservation of cultural heritage (mean = 4.2), and Retention of a distinct cultural atmosphere (mean = 4.2).

## VISITOR DEMOGRAPHICS

- ❖ The vast majority of visitors are White (84.1%). Hispanic visitors account for 13.6% of visitation.
- ❖ The two most represented states account for more than half of the visitors to this zone. Colorado represents 50.0% and California represents 6.8%.
- ❖ Half of visitors came to the LCA Byway as a family (50.0%). One-quarter (25.0%) came as a couple.
- ❖ Almost two-thirds of visitors (65.9%) are presently employed, while close to one-third are retired (29.5%). Present occupations frequently mentioned include Education, training, and library (52.2%) and Community and social service (8.7%).
- ❖ The vast majority of visitors who enjoyed zone 4 the most are married with children (67.5%); over half are female (54.5%); and the average age is 53.3 years old.
- ❖ The visitors who found this zone most enjoyable are highly educated. Most (77.3%) have some level of college education. This corresponds with an associated high level of income – over two-thirds (71.8%) have an income \$40,000 or higher.
- ❖ The typical visitor also comes from an urban area. Over half (51.2%) live in an area with 50,000 or more people. Visitors from areas of 250,000 or more people account for just less than one third of this sample (30.2%).

## ZONE 5 Communities of Ft. Garland/Blanca

### TRIP CHARACTERISTICS

- ❖ Almost two-thirds of visitors (65.9%) were engaging in a repeat visit to the LCA Byway. Of these repeat visitors, over three-quarters (79.3%) had been in the area 2 or fewer times in the past year.
- ❖ Close to two-thirds of visitors (64.3%) were on a vacation with the LCA Scenic Byway as a part of a larger trip.
- ❖ The two most utilized forms of accommodations by visitors were hotel/motel (15.9%) and public campgrounds (13.6%). The majority (59.1%) of respondents did not stay overnight in the area.

- ❖ The major forms of information sources that were used by over one-fifth of visitors are: maps of the area (63.6%), past experience (40.9%), state welcome center (22.7%), local visitor center/Chamber of Commerce (22.7%), and travel books/guides (20.5%).
- ❖ When asked if they were aware of being on a Scenic Byway, 63.4% of visitors responded no. Visitors were then asked if knowing that they were on a Scenic Byway influenced their impression of the area, and over one-half (51.6%) answered no.

## ACTIVITIES

- ❖ There were four activities that were participated in by over one-third of the visitors who considered zone 5 to be their most enjoyable zone. Museums were identified by 79.5% of visitors, seeing historic places by 56.8%, general sightseeing by 52.3%, and talking to people/residents by 36.4%.

## BENEFITS FOUND IMPORTANT AND ABLE TO ATTAIN

- ❖ Visitors were asked to rate the importance of a list of benefits they could attain during their visit (-3=very unimportant to +3=very important). The three most important benefits to this sample group were Enjoying the natural scenery (mean = 2.6), Spending time with my family and/or friends (mean = 2.3), and Learn more about the cultural history of the area (mean = 2.2).
- ❖ Visitors were also asked to rate how much they were able to attain particular benefits during their visit (1=not at all able to 4=totally able). Respondents found Enjoying the natural scenery (mean = 3.4), Spending time with family and/or friends (mean = 3.3), and Learn more about the cultural history of the area (mean = 3.2) as the benefits most able to attain from the list provided.

## DESIRED SETTING CHARACTERISTICS

- ❖ Visitors were asked to rate how important certain setting characteristics are to their recreation trip and the degree to which they would or would not like to see it changed (1=a lot less to 5=a lot more). The three most desired setting characteristics identified by visitors include Preservation of traditional architecture, Visitor programs and interpretation, and Guest services (hotels, restaurants, etc.). Each of these characteristics had a mean higher than 3.0.

## SERVICES AND FACILITIES FOUND IMPORTANT AND AVAILABLE

- ❖ Visitors were asked to rate the importance of various types of services and facilities in their most enjoyable zone (-3=very unimportant to +3=very important). Visitors found Historic sites (mean = 2.3), Chambers of commerce (mean = 2.3), and Museums (mean=2.2) to be the three most important services and facilities.
- ❖ Additionally, visitors were asked to rate the availability of various services and facilities throughout the zone they found most enjoyable (1=not at all available to 4=totally available). Historic sites were identified as the most available (mean = 3.3), followed closely by Museums (mean = 3.2) and Souvenir shops (mean = 3.2).

#### BENEFITS OF THE LCA BYWAY TO OTHERS

- ❖ Visitors were asked to rate what benefits their most enjoyable zone could provide to others (1=not at all important to 5=extremely important). Respondents from this zone felt strongly that the LCA Byway can help others through managing for the area's cultural resources. Two of the top three responses in this category identify cultural benefits: Reduced looting and vandalism of cultural, historic, and religious sites (mean = 4.5), Improved relationship with the natural world (mean = 4.3) and Preservation of cultural heritage (mean = 4.2).

#### VISITOR DEMOGRAPHICS

- ❖ The vast majority of visitors are White (86.4%). Hispanic visitors account for 9.1% of visitation.
- ❖ The two most represented states account for more than half of the visitors to this zone. Colorado represents 40.9% and Texas represents 15.9%.
- ❖ Almost half of visitors came to the LCA Byway as a family (43.2%). Over one-third (36.4%) came as a couple.
- ❖ Over half of visitors (54.5%) are presently employed, while over one-quarter are retired (27.3%). Present occupations frequently mentioned include Education, training, and library (36.4%) and Construction and extraction (13.6%).
- ❖ A majority of visitors who enjoyed zone 5 the most are married with children (61.5%); over half are male (56.1%); and the average age is 53.1 years old.
- ❖ The visitors who found this zone most enjoyable are highly educated. Three-quarters (75.7%) have some level of college education. This corresponds with an associated high level of income – almost two-thirds (63.9%) have an income \$40,000 or higher.

- ❖ The typical visitor also comes from an urban area. Over half (56.1%) live in an area with 50,000 or more people. Visitors from areas of 250,000 or more people account for just less than one-quarter of this sample (24.4%).

## **ZONE 8 Community of Alamosa**

### **TRIP CHARACTERISTICS**

- ❖ Almost three-quarters of visitors (73.7%) were engaging in a repeat visit to the LCA Byway. Of these repeat visitors, two-thirds (66.6%) had been in the area 1 or fewer times in the past year.
- ❖ One-half of visitors (50.0%) were on a vacation with the LCA Scenic Byway as a part of a larger trip.
- ❖ The two most utilized forms of accommodations by visitors were hotel/motel (44.7%) and private home (15.8%). Over one-quarter (28.9%) of respondents did not stay overnight in the area.
- ❖ The major forms of information sources that were used by over one-fifth of visitors are: past experience (44.7%), maps of the area (34.2%), friends and relatives (28.9%), and local visitor center/Chamber of Commerce (21.1%).
- ❖ When asked if they were aware of being on a Scenic Byway, 57.9% of visitors responded no. Visitors were then asked if knowing that they were on a Scenic Byway influenced their impression of the area, and over one-half (51.5%) answered no.

### **ACTIVITIES**

- ❖ There were four activities that were participated in by over one-fifth of the visitors who considered zone 8 to be their most enjoyable zone. General sightseeing was identified by 39.5%, dining by 34.2%, shopping by 23.7%, talking to people/residents by 23.7%, and photography by 21.1%.

### **BENEFITS FOUND IMPORTANT AND ABLE TO ATTAIN**

- ❖ Visitors were asked to rate the importance of a list of benefits they could attain during their visit (-3=very unimportant to +3=very important). The three most important benefits to this sample group were Spending time with my family and/or friends (mean = 2.4), Enjoying the natural scenery (mean = 2.1), and Strengthen family ties (mean = 1.9).

- ❖ Visitors were also asked to rate how much they were able to attain particular benefits during their visit (1=not at all able to 4=totally able). Respondents found Spending time with family and/or friends (mean = 3.5), Enjoying the natural scenery (mean = 3.3), and Being with people who enjoy the same things I do (mean = 3.3) as the benefits most able to attain from the list provided.

#### DESIRED SETTING CHARACTERISTICS

- ❖ Visitors were asked to rate how important certain setting characteristics are to their recreation trip and the degree to which they would or would not like to see it changed (1=a lot less to 5=a lot more). The three most desired setting characteristics identified by visitors include Preservation of traditional architecture, Small town atmosphere, and Guest services (hotels, restaurants, etc.). Each of these characteristics had a mean higher than 3.0.

#### SERVICES AND FACILITIES FOUND IMPORTANT AND AVAILABLE

- ❖ Visitors were asked to rate the importance of various types of services and facilities in their most enjoyable zone (-3=very unimportant to +3=very important). Visitors found Public restrooms (mean = 1.9), Restaurants (mean = 1.8), and Roadside signs (mean = 1.6) to be the three most important services and facilities.
- ❖ Additionally, visitors were asked to rate the availability of various services and facilities throughout the zone they found most enjoyable (1=not at all available to 4=totally available). Brochures and maps (mean = 2.8), RV parks (mean = 2.8), and Tent campgrounds (mean = 2.8) were the top three identified.

#### BENEFITS OF THE LCA BYWAY TO OTHERS

- ❖ Visitors were asked to rate what benefits their most enjoyable zone could provide to others (1=not at all important to 5=extremely important). Respondents from this zone felt strongly that the LCA Byway can help others through managing for the area's cultural resources. The top three responses in this category are: Reduced looting and vandalism of cultural, historic, and religious sites (mean = 4.5), Increased quality of life (mean = 4.1), and Improved relationship with the natural world (mean = 4.1).

## VISITOR DEMOGRAPHICS

- ❖ The vast majority of visitors are White (97.4%).
- ❖ The two most represented states account for more than half of the visitors to this zone. Colorado represents 50.0% and Texas represents 7.9%.
- ❖ Almost half of visitors came to the LCA Byway as a family (42.1%). Almost one-quarter (23.7%) came alone.
- ❖ Half of visitors are presently employed, while almost one-third are retired (31.6%). Present occupations frequently mentioned include management (19%) and business and financial operations (19%).
- ❖ A majority of visitors who enjoyed zone 8 the most are married with children (59.5%); almost three-quarters are male (73.0%); and the average age is 52.3 years old.
- ❖ The visitors who found this zone most enjoyable are highly educated. Most (86.4%) have some level of college education. This corresponds with an associated high level of income – almost two-thirds (61.1%) have an income \$40,000 or higher.
- ❖ The typical visitor comes from a rural area. Over two-thirds (68.4%) live in an area with 50,000 or less people. Visitors from areas of 1,000 to 10,000 people account for over one-quarter of this sample (28.9%).



## Appendix A: Survey Instruments



ON-SITE INTERVIEW

Date \_\_\_\_\_ Time \_\_\_\_\_ Location \_\_\_\_\_

Hi, my name is \_\_\_\_\_. I am working for Northern Arizona University. The Los Caminos Antiguos Scenic Byway has asked us to conduct a survey of visitors to the Byway area to learn more about your experiences here and how you feel about the area. Information obtained from the survey will help direct the future management of the LCA Byway area. Will you please take a minute to answer a few questions?

- Yes (continue with on-site interview)  
 No (thank them anyway and continue with another contact)

1. Is this your first trip to the LCA Byway?

- Yes  
 No (If no) How many times have you visited the LCA Byway during the last 12 months (including this visit)? \_\_\_\_\_

2. What type of group are you traveling with? (check one)

- |   |  |
|---|--|
| <input type="checkbox"/> Alone                        | <input type="checkbox"/> Friends                 |
| <input type="checkbox"/> A couple                     | <input type="checkbox"/> Both family and friends |
| <input type="checkbox"/> Family                       | <input type="checkbox"/> An organized group      |
| <input type="checkbox"/> Other – please specify _____ |  |

3. Which letter best represents your race or ethnic group? (show card #1, check one)

- |   |   |
|---|---|
| A. <input type="checkbox"/> American Indian or Alaskan Native | D. <input type="checkbox"/> Hispanic                  |
| B. <input type="checkbox"/> Black, not of Hispanic origin     | E. <input type="checkbox"/> Asian or Pacific Islander |
| C. <input type="checkbox"/> White, not of Hispanic origin     | F. <input type="checkbox"/> Other _____               |

4. We'd like to know more about your visit to the LCA Byway. Would you be willing to complete a mail back questionnaire that you could take with you, fill out at the end of your visit, and mail back to us in a postage paid envelop?

- Yes  No  
(If Yes) May we have your name and address so we can send you a thank you and reminder should you forget to return the survey?

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

COUNTRY \_\_\_\_\_ ID # \_\_\_\_\_



## Los Caminos Antiguos Scenic and Historic Byway Visitor Study

We are interested in learning about your visit to the Los Caminos Antiguos Scenic and Historic Byway during which our interviewer contacted you. The area we are referring to is shown on the map on page 2.

**Directions:** Please answer all the questions to the best of your recollection. You may be assured that your answers will not be connected with you in the analysis and reporting of the results.

**Section I. First, we would like to ask you some questions about your overall trip.**

Q1. What type of trip were you on? (check one)

- vacation with LCA Scenic Byway as a major destination
- vacation with LCA Scenic Byway as part of a larger trip
- a weekend trip with the LCA Scenic Byway part of a larger trip
- a weekend trip to a destination on the LCA Scenic Byway
- a day outing to a destination on the LCA Scenic Byway
- a day outing to a destination other than the LCA Scenic Byway

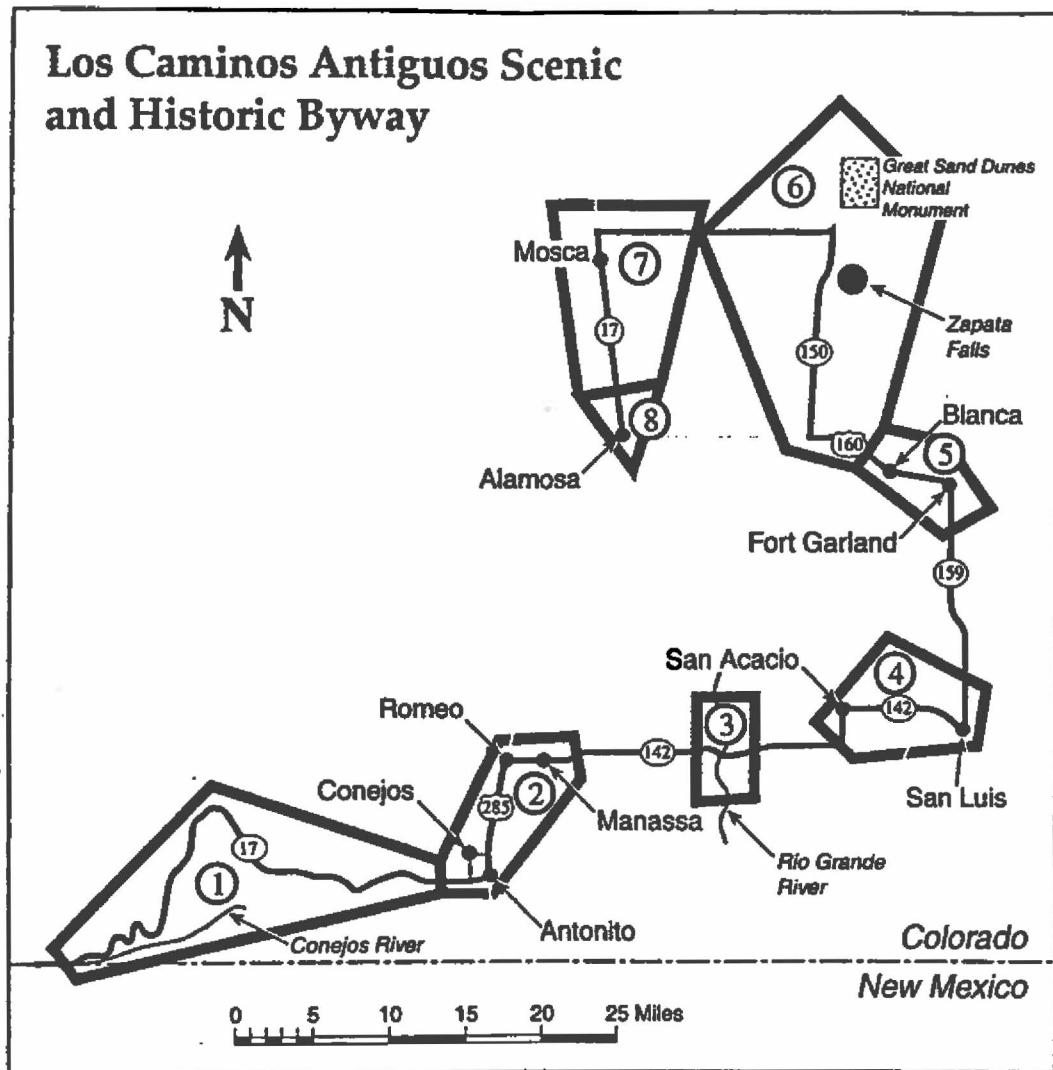
Q2. What type of overnight accommodations did you use along the Byway? (check all that apply)

- I didn't stay overnight in the area
- public campground
- bed and breakfast
- private home
- other (please specify) \_\_\_\_\_
- hotel/motel
- private campground
- resort/guest ranch

Q3. Which of the following information sources did you use for this trip? (check all that apply)

- travel books/guides
- travel club (AAA, etc.)
- state welcome center
- travel agent
- friends, relatives
- public land agency
- newspaper travel section
- other (please specify) \_\_\_\_\_
- local businesses
- outdoor magazines
- map(s) of the area
- travel magazines
- past experience
- internet
- local visitor center/Chamber of Commerce

Q4. Managers would like to know the route you took while recreating on the Byway. On the map provided below, please mark or trace the route you took along the Byway. Please mark where you entered the Byway (put an E) and where you exited the Byway (put an X).



Q5. We have divided the LCA Byway area into eight zones. Please estimate how much time you spent in each zone. Indicate total hours, including both day and night. Put a zero (0) for the zones where you spent no time.

Zone	Time Spent in Hours
1. Cumbres Pass to Antonito	_____
2. Communities of Antonito/Conejos/Romeo/Manassa	_____
3. Rio Grande Recreation Area	_____
4. Communities of San Luis/San Acacio	_____
5. Communities of Ft. Garland/Blanca	_____
6. Great Sand Dunes/Blanca Wetlands/San Luis St. Park	_____
7. Community of Mosca	_____
8. Community of Alamosa	_____

Q6. Please provide your best estimate of the total expenditures you made during your visit to the Byway area and communities shown on the map. If you didn't spend any money for a particular category, please indicate with a zero (0).

Category	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Gas and transportation costs	\$	\$	\$	\$	\$	\$	\$	\$
Lodging	\$	\$	\$	\$	\$	\$	\$	\$
Food, meals, and drink	\$	\$	\$	\$	\$	\$	\$	\$
Tour companies, guides, and outfitters	\$	\$	\$	\$	\$	\$	\$	\$
Shopping	\$	\$	\$	\$	\$	\$	\$	\$
Entrance fees, permits, and licenses	\$	\$	\$	\$	\$	\$	\$	\$
Other (please specify)	\$	\$	\$	\$	\$	\$	\$	\$
Total	\$	\$	\$	\$	\$	\$	\$	\$

**Section II. We would now like you to focus on specific places you visited during your trip to the LCA Byway.**

**Q7. Below is a list of places included within the zones that you may have visited during your trip to the Byway. Please check all the places you visited during this particular trip.**

**Zone 1: Cumbres Pass to Antonito**

- Campgrounds
- Trails
- Conejos River along Byway
- Conejos River upstream from Byway
- Cumbres and Toltec Railroad
- Other (be specific) \_\_\_\_\_

**Zone 5: Ft. Garland and Blanca**

- Ft. Garland
- Ft. Garland Museum
- Blanca
- Mt. Home Reservoir
- Smith Reservoir
- Other \_\_\_\_\_

**Zone 2: Antonito/Conejos/Romeo/Manassa**

- Antonito
- Conejos
- Jack Dempsey Museum
- Other \_\_\_\_\_

**Zone 6: Federal and State Lands**

- Zapata Falls
- Blanca Peak
- Great Sand Dunes N.M.
  - Medano Creek
  - Pinyon Flats C.G.
  - visitor center
  - sand dunes
- Blanca Wetlands
- San Luis Lakes State Park
- Other \_\_\_\_\_

**Zone 3: Rio Grande Recreation Area**

- Rio Grande River
- Pike's Stockade
- Other \_\_\_\_\_

**Zone 4: San Luis and San Acacio**

- San Luis
- Cultural Center
- Stations of the Cross Shrine
- San Acacio
- Sanchez Reservoir
- Other \_\_\_\_\_

**Zone 7: Mosca**

- Mosca

**Zone 8: Alamosa**

- Alamosa
- Alamosa Wildlife Refuge

**Q8. Of all the places you checked above, please indicate the place that provided you the greatest enjoyment (only one please—write the name below).**

Most enjoyable place: \_\_\_\_\_

Q9. Please check all the activities that you participated in while you were in the location you just identified as most enjoyable (in question #8). Check all that apply.

- |  |  |                                    |
|--|--|------------------------------------|
| <input type="checkbox"/> general sightseeing           | <input type="checkbox"/> viewing wildlife            | <input type="checkbox"/> skiing    |
| <input type="checkbox"/> visiting museums              | <input type="checkbox"/> snowshoeing                 | <input type="checkbox"/> biking    |
| <input type="checkbox"/> attending family gatherings   | <input type="checkbox"/> fishing                     | <input type="checkbox"/> kayaking  |
| <input type="checkbox"/> canoeing                      | <input type="checkbox"/> seeing historic places      | <input type="checkbox"/> hunting   |
| <input type="checkbox"/> shopping                      | <input type="checkbox"/> talking to people/residents | <input type="checkbox"/> hiking    |
| <input type="checkbox"/> camping                       | <input type="checkbox"/> driving cattle              | <input type="checkbox"/> boating   |
| <input type="checkbox"/> horseback riding              | <input type="checkbox"/> bird watching               | <input type="checkbox"/> dining    |
| <input type="checkbox"/> photography                   | <input type="checkbox"/> fishing                     | <input type="checkbox"/> drawing   |
| <input type="checkbox"/> 4-wheel driving               | <input type="checkbox"/> rock climbing               | <input type="checkbox"/> rafting   |
| <input type="checkbox"/> backpacking                   | <input type="checkbox"/> visiting churches           | <input type="checkbox"/> partying  |
| <input type="checkbox"/> motorcycling                  | <input type="checkbox"/> snowmobiling                | <input type="checkbox"/> snow play |
| <input type="checkbox"/> other: (please specify) _____ |  |                                    |

Q10. At your most enjoyable place (identified in question #8) which of the activities you checked above contributed most to your enjoyment of that place?

List three in order of enjoyment.

Most enjoyable

\_\_\_\_\_

2<sup>nd</sup> most enjoyable

\_\_\_\_\_

3<sup>rd</sup> most enjoyable

\_\_\_\_\_

Q11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and Benefits	Importance							Able to Attain			
	Very Unimportant	Moderately Unimportant	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Moderately Important	Very Important	Not at all Able	Somewhat Able	Moderately Able	Totally Able
Think about my personal values	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Feel more self-confident	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Strengthen my desire to protect the environment	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Be with people who enjoy the same things I do	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Learn more about nature	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Experience quiet	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Increase my work productivity	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Enjoy the natural scenery	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Learn more about the cultural history of the area	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Rest mentally	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Experience solitude	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Maintain pride in my race or cultural subgroup	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Be in a positive mood	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Nurture my spiritual values	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Be in a wild area	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Get away from crowds	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Improve my physical well-being	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Feel more connected with nature	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Experience a different culture	-3	-2	-1	0	+1	+2	+3	1	2	3	4

Q11. Continued.

Experiences and Benefits	Importance							Able to Attain			
	Very Unimportant	Moderately Unimportant	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Moderately Important	Very Important	Not at all Able	Somewhat Able	Moderately Able	Totally Able
Learn more about the natural history of the area	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Get away from the usual demands of life	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Experience a sense of adventure	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Spend time with my family and/or friends	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Be more sensitive to local cultures	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Improve my skills and abilities	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Increase my creativity	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Be more respectful of the property of local residents	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Increase my spirituality	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Reduce feelings or depression or anxiety	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Strengthen ties to my friends	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Improve my outlook on life	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Feel more free	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Better understand the human dependency on the land	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Strengthen family ties	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Others:	-3	-2	-1	0	+1	+2	+3	1	2	3	4
	-3	-2	-1	0	+1	+2	+3	1	2	3	4

Your ability to realize experiences and benefits is generally dependent on the **SETTINGS** where recreation occurs. If the place you wrote in as most enjoyable in Q#8 is in a natural landscape (zones 1, 3, or 6), please answer Q#12 and skip Q#13. However, if the place you circled is a community or cultural/historic site (zones 2, 4, 5, 7, or 8), please skip Q#12 and complete Q#13.

Q12a. For each of the following setting characteristics please indicate the condition that you believe would best help you achieve your desired experiences and benefits by circling the appropriate number (circle one response for each characteristic).

<u>Setting Characteristic</u>	<u>A lot less</u>	<u>A little less</u>	<u>Leave as is</u>	<u>A little more</u>	<u>A lot more</u>
Vehicle access to the area	1	2	3	4	5
Change to the natural environment	1	2	3	4	5
Facilities (restrooms, picnic tables, etc.) provided	1	2	3	4	5
Staff available to talk to visitors	1	2	3	4	5
Number of people allowed in the area	1	2	3	4	5
Regulations on visitors	1	2	3	4	5
Visitor programs and interpretation	1	2	3	4	5
Motorized use allowed	1	2	3	4	5
Road maintenance	1	2	3	4	5
Facilities maintenance	1	2	3	4	5

Q12b. Is there anything else you would like to tell recreation and tourism providers about how this place should be managed?

**Q13a.** For each of the following characteristics please indicate the condition that you believe would best help you achieve your desired experiences and benefits by circling the appropriate number (circle one response for each characteristic).

<b>Setting Characteristic</b>	<b>A lot less</b>	<b>A little less</b>	<b>Leave as is</b>	<b>A little more</b>	<b>A lot more</b>
Preservation of traditional architecture	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Volume of traffic	1	2	3	4	5
Marketing and visitor outreach	1	2	3	4	5
Guest services (hotels, restaurants, etc.)	1	2	3	4	5
Cultural events	1	2	3	4	5
Small town atmosphere	1	2	3	4	5
Numbers of other visitors	1	2	3	4	5
Visitor programs and interpretation	1	2	3	4	5

**Q13b.** Is there anything else you would like to tell recreation and tourism providers about how this place should be managed?

Q14. The recreation and tourism providers along the Byway need to know what types of services and facilities you would like to see provided there. Thinking about the place that was most enjoyable to you, look back at the map on pg. 2 and find the zone that includes that place. For that zone, please tell us: 1) how important each of the following services and facilities would be in contributing to your enjoyment and 2) how available you found each to be within that zone (circle the appropriate responses for each item).

Services and Facilities	Importance						Availability				
	Very Unimportant	Moderately Unimportant	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Moderately Important	Very Important	Not at all Available	Somewhat Available	Moderately Available	Totally Available
Hotels/motels	-3	-2	-1	0	1	2	3	1	2	3	4
Bed and breakfasts/inns	-3	-2	-1	0	1	2	3	1	2	3	4
Tent campgrounds	-3	-2	-1	0	1	2	3	1	2	3	4
RV parks	-3	-2	-1	0	1	2	3	1	2	3	4
Condominiums	-3	-2	-1	0	1	2	3	1	2	3	4
Restaurants	-3	-2	-1	0	1	2	3	1	2	3	4
Bars/taverns	-3	-2	-1	0	1	2	3	1	2	3	4
Retail stores	-3	-2	-1	0	1	2	3	1	2	3	4
Public restrooms	-3	-2	-1	0	1	2	3	1	2	3	4
Brochures and maps	-3	-2	-1	0	1	2	3	1	2	3	4
Resorts	-3	-2	-1	0	1	2	3	1	2	3	4
Outfitters and guides	-3	-2	-1	0	1	2	3	1	2	3	4
Fast food restaurants	-3	-2	-1	0	1	2	3	1	2	3	4
Grocery stores	-3	-2	-1	0	1	2	3	1	2	3	4
Tours and cultural sites	-3	-2	-1	0	1	2	3	1	2	3	4
Museums	-3	-2	-1	0	1	2	3	1	2	3	4
Cultural centers	-3	-2	-1	0	1	2	3	1	2	3	4
Festivals/fairs/events	-3	-2	-1	0	1	2	3	1	2	3	4
Roadside signs	-3	-2	-1	0	1	2	3	1	2	3	4

Q14. Continued.

Services and Facilities	Importance							Availability			
	Very Unimportant	Moderately Unimportant	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Moderately Important	Very Important	Not at all Available	Somewhat Available	Moderately Available	Totally Available
Interpretive exhibits	-3	-2	-1	0	1	2	3	1	2	3	4
Visitor centers	-3	-2	-1	0	1	2	3	1	2	3	4
Historic sites	-3	-2	-1	0	1	2	3	1	2	3	4
Souvenir shops	-3	-2	-1	0	1	2	3	1	2	3	4
Display at visitor center or museum	-3	-2	-1	0	1	2	3	1	2	3	4
Lecture at visitor center or museum	-3	-2	-1	0	1	2	3	1	2	3	4
Tour of artisan studios	-3	-2	-1	0	1	2	3	1	2	3	4
Tour of the mission churches	-3	-2	-1	0	1	2	3	1	2	3	4
Guided tour or nature walk	-3	-2	-1	0	1	2	3	1	2	3	4
Books or guides you could purchase	-3	-2	-1	0	1	2	3	1	2	3	4
Video programs	-3	-2	-1	0	1	2	3	1	2	3	4
Self guided tours	-3	-2	-1	0	1	2	3	1	2	3	4
Chambers of Commerce	-3	-2	-1	0	1	2	3	1	2	3	4
From locals you meet	-3	-2	-1	0	1	2	3	1	2	3	4
Written materials to take with you	-3	-2	-1	0	1	2	3	1	2	3	4
Audio programs	-3	-2	-1	0	1	2	3	1	2	3	4

**Q15. Byway recreation and tourism providers are also interested in the benefits that this zone provides to others. In your opinion, how important is it to manage this zone so that it provides each of the benefits listed (circle the appropriate level of importance).**

	<b>Not at all Important</b>	<b>Slightly Important</b>	<b>Moderately Important</b>	<b>Very Important</b>	<b>Extremely Important</b>
<b><u>Benefits to local communities</u></b>					
Improved understanding and tolerance of outsiders	1	2	3	4	5
Stronger family ties	1	2	3	4	5
More opportunities for recreation	1	2	3	4	5
Increased quality of life	1	2	3	4	5
Reduced threat to/from at-risk youth	1	2	3	4	5
Increased work productivity	1	2	3	4	5
Local economic growth	1	2	3	4	5
Greater Economic Diversity	1	2	3	4	5
Retention of a distinct cultural atmosphere	1	2	3	4	5
Preservation of cultural heritage	1	2	3	4	5
<b><u>Benefits to the environment</u></b>					
Reduced looting and vandalism of cultural, historic, & religious sites	1	2	3	4	5
Improved relationship with the natural world	1	2	3	4	5

**Section III. The final set of questions will help researchers learn about the people who visit the LCA Byway area. All the information is STRICTLY CONFIDENTIAL and WILL NOT be associated with you as an individual.**

**Q16. Which of the following describes your present situation? (check all that apply)**

- |                                    |                                     |
|------------------------------------|-------------------------------------|
| <input type="checkbox"/> Employed  | <input type="checkbox"/> Unemployed |
| <input type="checkbox"/> Homemaker | <input type="checkbox"/> Retired    |
| <input type="checkbox"/> Student   | <input type="checkbox"/> Other      |

**Please list your present or most recent occupation:**

\_\_\_\_\_

**Q17. Which of the following describes your present situation? (check one)**

- |  |  |
|--|--|
| <input type="checkbox"/> Single, no children           | <input type="checkbox"/> Married, no children        |
| <input type="checkbox"/> Married with children         | <input type="checkbox"/> Single parent with children |
| <input type="checkbox"/> Other: (please explain) _____ |  |

**Q18. What is your gender? (check one)**       Male       Female

**Q19. In what year were you born?** \_\_\_\_\_

**Q20. What is the highest level of education you have completed? (check one)**

- |  |   |
|--|---|
| <input type="checkbox"/> Eighth grade or less        | <input type="checkbox"/> Some college         |
| <input type="checkbox"/> Some high school            | <input type="checkbox"/> College Graduate     |
| <input type="checkbox"/> High school graduate or GED | <input type="checkbox"/> Some graduate school |
|  | <input type="checkbox"/> Graduate degree      |

Q21. What was your approximate total household income, before taxes, in 1997?  
(check one)

less than \$20,000  
 \$20,000 to \$39,999  
 \$40,000 to \$59,999

\$60,000 to \$79,999  
 \$80,000 to \$99,999  
 \$100,000 or more

Q22. Which population size best describes the town or rural area in which you live?  
(check one)

less than 1,000 people  
 more than 1,000 but less than 10,000 people  
 more than 10,000 but less than 50,000 people  
 more than 50,000 but less than 100,000 people  
 more than 100,000 but less than 250,000 people  
 more than 250,000 people

Q23. Were you aware that you were on a Scenic Byway?

Yes       No

Q24. Does knowing this is a scenic byway influence your impression of the area?

Q25. Finally, from the choices below, please identify what you feel should be the three (3) most important purposes of the LCA Byway. Rank the 3 most important from 1= most important to 3= least important.

\_\_\_\_\_ To preserve the cultural uniqueness of the area

\_\_\_\_\_ To teach local children about their culture

\_\_\_\_\_ To preserve the history of the area

\_\_\_\_\_ To provide money and jobs for local communities

\_\_\_\_\_ To protect the natural environment

\_\_\_\_\_ To present the local culture and history to visitors

\_\_\_\_\_ As a transportation route

\_\_\_\_\_ Other (please explain) \_\_\_\_\_

**Q26. Is there anything else you would like to tell Byway recreation and tourism providers about your visit to the LCA Byway area?**

**Thanks for your help . If you would like a copy of the results of this study write "send copy of results" on the questionnaire. Do not put your name on the questionnaire.**

**Los Caminos Antiguos  
Scenic and Historic Byway  
1999 Visitor Study**

**Summary Tables**

Prepared for: LCA Byway Association, Inc.

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September 1999

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# Los Caminos Antiguos Scenic and Historic Byway Visitor Study

## Summary Tables

### Introduction

During the summer of 1998, researchers from Northern Arizona University distributed a survey to Los Caminos Antiguos (LCA) Scenic and Historic Byway visitors. The focus for this research was to gather information from visitors with the purpose of developing a benefits-based management plan for the LCA Byway and surrounding attractions. Results of the survey provide insight into the desires of LCA Byway visitors as well as an analysis of visitors to specific nature and cultural/historic-based attraction sites.

Along with the primary objective of producing a management plan, the results of the survey provide an abundance of information on LCA Byway visitors. The survey focused on the following types of visitor information: 1) trip characteristics, 2) activities participated in, 3) benefits desired and found able to attain, 4) setting characteristics desired, 5) services and facilities desired and found available, 6) benefits of the Byway to others, and 7) visitor demographics. This information was collected through a combination on-site interview and a more in-depth mail-back questionnaire. The on-site interview sheet and mail-back questionnaire used in the study are provided in Appendix A.

The survey was conducted during June, July, and August of 1998. Visitors were contacted at recreation and attraction sites along the Byway during morning, afternoon, and evening interview sessions. We divided the LCA Byway into eight sampling zones. These zones were based on the types of attractions found within the zones. Two types of zones were identified: nature-based zones and cultural/historic-based zones. The zones and their designations are listed below. A map of the Byway zones is provided in Appendix B.

<b>Zone</b>	<b>Name</b>	<b>Designation</b>
1	Cumbres Pass to Antonito	Nature-based zone
2*	Communities of Antonito/Conejos/Romeo/Manassa	Cultural/historic-based zone
3*	Rio Grande Recreation Area	Nature-based zone
4	Communities of San Luis/San Acacio	Cultural/historic-based zone
5	Communities of Ft. Garland/Blanca	Cultural/historic-based zone
6	Great Sand Dunes/Blanca Wetlands/San Luis Lakes State Park	Nature-based zone
7*	Community of Mosca	Cultural/historic-based zone
8	Community of Alamosa	Cultural/historic-based zone

\*Insufficient sample size to calculate statistics.

Trained interviewers contacted visitors on-site at designated locations within the sampling zones. Interviewers introduced the study, asked for visitor cooperation and, if given, administered a brief on-site interview and gave visitors a questionnaire packet that included a questionnaire, a postage-paid return envelope, and a pencil. Visitor names and addresses were collected for use in follow-up mailings. Researchers contacted a total of 1000 visitors during the study period. Follow-up mailings were conducted using standard methods (Dillman 1978). Participants were mailed a reminder postcard one week after being given the survey. Two weeks later, nonrespondents were mailed another reminder complete with a new survey and postage paid return envelope. Finally, two weeks later, a replacement survey was mailed via certified mail to nonrespondents. Of the 1000 questionnaires distributed, 617 valid surveys were obtained, a 62% response rate.

Results from the survey were analyzed using SPSS statistical software (SPSS Inc. 1997) and are compiled within the Executive Summary and Summary Tables. This document presents summary tables of the survey results organized in three sections. The first section provides information for the entire sample of visitors. Information is provided on travel within Byway zones, expenditures, demographics, activities, experiences and benefits, and desired services and facilities. The second section of the report provides visitor information broken out by zones visitors identified as most enjoyable. Summary tables are provided for five of the eight zones (Zones 1, 4, 5, 6 and 8). The three remaining zones had insufficient sample sizes to compute statistics. The third section of the report includes information on specific Byway locations identified by visitors as being their most enjoyable location. The locations represented here are those with a sample size of at least twenty visitors. The second report presents highlights from the visitor survey presented for all Byway visitors and by zone.

#### References:

Dillman, Don. 1978. Mail and telephone surveys: The total design method. New York: John Wiley and Sons.

SPSS, Inc. 1997. SPSS Base 7.5 for Windows User's Guide.

## Visitors Byway-wide

<b>Table 1. Time spent in each zone</b>				
Survey Question 5. We have divided the LCA Byway into eight zones. Please estimate how much time you spent in <u>each</u> zone. Indicate <u>total</u> hours, including both day and night. Put a zero (0) for the zones where you spent no time.				
Zones	n	Mean (hours)	Percentage of visitors spending ≤ 12 hours	Percentage of visitors spending ≤ 24 hours
Zone 1 – Cumbres Pass to Antonito	202	29.5	73.2	79.2
Zone 2 – Communities of Antonito/Conejos/Romeo/Manassa	199	12.8	78.8	90.3
Zone 3 – Rio Grande Recreation Area	43	39.4	72.2	79.2
Zone 4 – Communities of San Luis/San Acacio	142	12.0	88.7	93.6
Zone 5 – Communities of Ft. Garland/Blanca	211	8.3	94.8	96.2
Zone 6 – Great Sand Dunes/ Blanca Wetlands/San Luis Lakes St. Park	331	15.8	67.9	81.8
Zone 7 – Community of Mosca	90	5.1	94.5	98.9
Zone 8 – Community of Alamosa	353	18.8	57.0	86.8

**Table 2a. Expenditures, Zones 1-4**

Survey Question 6. Please provide your best estimate of the total expenditures you made during your visit to the Byway area and communities shown on the map. If you didn't spend any money for a particular category, please indicate with a zero (0).

<b>Expenditure and Zone</b>	<b>n</b>	<b>Mean(\$)</b>	<b>Minimun(\$)</b>	<b>Maximum(\$)</b>
<b>Zone 1</b>				
Gas and Transportation	65	42.99	2.00	240.00
Lodging	47	98.58	4.00	1150.00
Food	98	37.48	5.00	225.00
Tour companies	32	108.09	15.00	300.00
Shopping	53	46.40	2.00	300.00
Entrance fees, permits and license	44	49.55	5.00	200.00
Other costs	19	88.53	10.00	204.00
<b>Zone 2</b>				
Gas and Transportation	56	32.80	2.00	200.00
Lodging	38	79.37	5.00	300.00
Food	68	46.49	1.00	400.00
Tour companies	29	136.86	40.00	500.00
Shopping	38	37.32	4.00	100.00
Entrance fees, permits and license	14	90.00	10.00	358.00
Other costs	16	143.25	1.00	1098.00
<b>Zone 3</b>				
Gas and Transportation	6	12.50	2.00	50.00
Lodging	5	90.55	14.00	250.00
Food	5	47.00	5.00	100.00
Tour companies	1	20.00	20.00	20.00
Shopping	2	92.50	85.00	100.00
Entrance fees, permits and license	2	56.50	45.00	68.00
Other costs	0	0.00	0.00	0.00
<b>Zone 4</b>				
Gas and Transportation	35	20.09	2.00	100.00
Lodging	5	136.60	53.00	220.00
Food	65	26.54	1.00	200.00
Tour companies	1	96.00	96.00	96.00
Shopping	12	28.00	4.00	80.00
Entrance fees, permits and license	6	24.83	2.00	80.00
Other costs	4	5.25	1.00	10.00

**Table 2b. Expenditures, Zones 5-8**

Survey Question 6. Please provide your best estimate of the total expenditures you made during your visit to the Byway area and communities shown on the map. If you didn't spend any money for a particular category, please indicate with a zero (0).

<b>Expenditure and Zone</b>	<b>n</b>	<b>Mean(\$)</b>	<b>Minimum(\$)</b>	<b>Maximum(\$)</b>
<b>Zone 5</b>				
Gas and Transportation	75	23.63	2.00	375.00
Lodging	5	38.00	10.00	67.00
Food	57	22.39	2.00	200.00
Tour companies	3	11.00	6.00	21.00
Shopping	32	25.13	2.00	100.00
Entrance fees, permits and license	44	9.66	2.00	80.00
Other costs	7	299.86	1.00	2000.00
<b>Zone 6</b>				
Gas and Transportation	82	20.42	1.00	150.00
Lodging	76	34.86	5.00	300.00
Food	98	30.06	1.00	450.00
Tour companies	4	314.50	28.00	1090.00
Shopping	93	26.48	1.00	150.00
Entrance fees, permits and license	209	10.98	3.00	50.00
Other costs	16	30.56	1.00	270.00
<b>Zone 7</b>				
Gas and Transportation	26	14.15	1.00	60.00
Lodging	5	30.60	7.00	70.00
Food	15	15.33	2.00	40.00
Tour companies	1	12.00	12.00	12.00
Shopping	16	21.56	1.00	120.00
Entrance fees, permits and license	20	13.75	4.00	50.00
Other costs	4	33.50	6.00	100.00
<b>Zone 8</b>				
Gas and Transportation	217	33.29	1.00	1200.00
Lodging	146	92.52	8.00	300.00
Food	251	46.10	1.00	600.00
Tour companies	4	115.75	10.00	218.00
Shopping	109	87.49	1.00	2000.00
Entrance fees, permits and license	21	17.10	3.00	90.00
Other costs	20	122.10	5.00	1000.00

**Table 3. Specific places visited**

Survey Question 7. Below is a list of places included within the zones that you may have visited during your trip to the Byway. Please check all the places you visited during this particular trip (n=617).

Places visited	Freq	Percent*
<b>Zone 1 – Cumbres Pass to Antonito</b>	224	36.3
USFS Campgrounds	74	33.0
USFS trails	49	21.9
Conejos River along Byway	81	37.5
Conejos River upstream from Byway	41	18.3
Cumbres and Toltec Railroad	166	74.1
<b>Zone 2 – Antonito/Conejos/Romeo/Manassa</b>	187	30.3
Antonito	163	87.2
Conejos	45	24.1
Jack Dempsey Museum	29	15.5
<b>Zone 3 – Rio Grande Recreation Area</b>	29	4.7
Rio Grande River	26	89.7
Pike's Stockade	4	13.8
<b>Zone 4 – San Luis and San Acacio</b>	132	21.4
San Luis	103	78.0
Cultural Center	27	20.5
Stations of the Cross Shrine	91	68.9
San Acacio	17	12.9
Sanchez Reservoir	12	9.1
<b>Zone 5 – Ft. Garland and Blanca</b>	193	31.3
Ft. Garland	136	70.5
Ft. Garland Museum	118	61.1
Blanca	38	19.7
Mt. Home Reservoir	11	5.7
Smith Reservoir	12	6.2
<b>Zone 6 – Federal and State Lands</b>	332	53.8
Zapata Falls	77	23.2
Blanca Peak	17	5.1
Great Sand Dunes National Monument	313	94.3
Medano Creek	133	40.1
Pinyon Flats Campground	76	22.9
Visitor Center – GSDNM	227	68.4
Actual Sand Dunes	277	83.4
Blanca Wetlands	10	3.0
San Luis Lakes State Park	37	11.1
<b>Zone 7 – Mosca</b>	84	13.6
Mosca	63	75.0
<b>Zone 8 – Alamosa</b>	319	51.7
Alamosa	310	97.2
Alamosa Wildlife Refuge	27	8.5

\* Percents for individual places are the percent of visitors to the zone in which the place is located.

**Table 4. Most enjoyable places**

Survey Question 8. Of all the places that you checked above, please indicate the place that provided you the greatest enjoyment (only one please – write the name below) (n=617).

<b>Places that provided the most enjoyment*</b>	<b>Freq*</b>	<b>Percentage of respondents from those who actually chose an enjoyable place</b>
Actual Sand Dunes	113	21.4
Cumbres and Toltec Railroad	102	19.3
Great Sand Dunes National Monument	80	15.1
Stations of the Cross Shrine	33	6.2
Alamosa	27	5.1
Ft. Garland Museum	25	4.7
USFS Campgrounds	22	4.2
Zapata Falls	19	3.6
Ft. Garland	15	2.8
San Luis	12	2.3

\*Only those chosen 10 or more times are included.

**Table 5. Purposes of the Byway**

Survey Question 25. Finally, from the choices below, please identify what you feel should be the three (3) most important purposes of the LCA Byway. Rank the 3 most important from 1= most important to 3= least important.

Purposes of the LCA Byway	n	Mean*	Percentage of participants by response category					
			Most imp.		2 <sup>nd</sup> most imp.		3 <sup>rd</sup> most imp.	
			n	%	n	%	n	%
To protect the natural environment	386	1.5	238	61.7	94	24.4	54	14.0
To preserve the history of the area	332	2.1	80	24.1	150	45.2	102	30.7
To preserve the cultural uniqueness of the area	260	2.1	76	29.2	92	35.4	92	35.4
To present the local culture and history to visitors	194	2.4	34	17.5	55	28.4	105	54.1
To provide money and jobs for local communities	125	2.3	18	14.4	51	40.8	56	44.8
As a transportation route	87	2.2	27	31.0	18	20.7	42	48.3
To teach children about their culture	32	2.3	5	15.6	11	34.4	16	50.0

\*Mean on scale of 1= most important to 3= least important.

**Table 6. Trip characteristics, Byway-wide – Visitors**

Question 1 (Front-end sheet) Is this your first trip to the LCA Byway? (n=617)

First trip?	Frequency	Valid Percent
No	363	58.8
Yes	254	41.2
No response	0	

**Table 7. Other visits, Byway-wide – Visitors**

Question 1b (Front-end sheet) If no, how many times have you visited the LCA Byway during the last 12 months (including this visit)? (n=350) (only responses with up to 10 visits are presented).

Number of times visited in the last 12 months	Frequency	Valid Percent*
0	151	43.1
1	103	29.4
2	36	10.3
3	15	4.3
4	9	2.6
5	1	0.3
6	9	2.6
7	3	0.9
8	3	0.9
9	1	0.3
10	6	1.7
No response	267	

\*Does not equal to 100% due to all cases not being represented

**Table 8. Group types, Byway-wide – Visitors**

Question 2 (Front-end sheet) What type of group are you traveling with? (n=617)

Group type	Frequency	Valid Percent
Family	319	51.7
A couple	157	25.4
Friends	49	7.9
Alone	46	7.5
Both family and friends	28	4.5
An organized group	16	2.6
Other	2	0.3
No response	0	

**Table 9. Ethnicity, Byway-wide – Visitors**

Question 3 (Front-end sheet) Which letter best represents your race or ethnic group? (n=615)

Ethnic group	Frequency	Valid Percent
White	559	90.9
Hispanic	28	4.6
Other	11	1.8
American Indian/Alaska Native	9	1.5
Asian/Pacific Islander	5	0.8
African-American	3	0.5
No response	2	

**Table 10. State of origin, Byway-wide – Visitors**

From the bottom of the Front-end sheet (n=617) (Only states represented 5 or more times are included)

State	Frequency	Valid Percent*
Colorado	262	42.5
Texas	89	14.4
New Mexico	37	6.0
Kansas	24	3.9
California	18	2.9
Arizona	17	2.8
Oklahoma	16	2.6
Illinois	11	1.8
Missouri	11	1.8
No response	0	

\*Does not equal 100% due to all cases not being represented

**Table 11. Trip type, Byway-wide – Visitors**

Survey Question 1. What type of trip were you on? (check one) (n=597)

Trip type	Frequency	Valid Percent
Vacation with LCA Scenic Byway as part of a larger trip	299	50.1
A day outing to a destination on the LCA Scenic Byway	81	13.6
Vacation with LCA Scenic Byway as a major destination	68	11.4
A weekend trip to a destination on the LCA Scenic Byway	64	10.7
A day outing to a destination other than the LCA Scenic Byway	46	7.7
A weekend trip with the LCA Scenic Byway part of a larger trip	39	6.5
No response	20	

**Table 12. Accommodations, Byway-wide – Visitors**

Survey Question 2. What type of accommodations did you use along the Byway? (check all that apply)  
(n=617)

Type of accommodation	Frequency	Valid Percent*
Hotel/motel	202	32.7
Public campground	162	26.3
Private home	45	7.3
Private campground	44	7.1
Bed and Breakfast	25	4.1
Other types of accommodations	15	3.0
Guest ranch	12	1.9
I didn't stay overnight in the area	151	24.5

\*Total percents are greater than one hundred due to multiple responses

**Table 13. Information sources, Byway-wide – Visitors**

Survey Question 3. Which of the following information sources did you use for this trip?  
(check all that apply) (n=617)

Information source	Frequency	Valid Percent*
Maps of the area	294	47.6
Past experience	269	43.6
Friends, relatives	220	35.7
Travel books/guides	169	27.4
Local visitor center/Chamber of Commerce	100	16.2
Travel club	95	15.4
Internet	84	13.6
State welcome center	66	10.7
Other information sources used for this trip	37	7.4
Local businesses	30	4.9
Newspaper travel section	27	4.4
Travel magazines	21	3.4
Public land agency	18	2.9
Outdoor magazines	15	2.4
Travel agent	7	1.1

\*Total percents are greater than one hundred due to multiple responses

**Table 14. Employment, Byway-wide – Visitors**

Survey Question 16. Which of the following describes your present situation? (check all that apply)  
(n=617)

Employment situation	Frequency	Valid Percent*
Employed	415	67.3
Retired	121	19.6
Homemaker	43	7.0
Student	11	1.8
Unemployed	8	1.3
Other job	2	0.3

\*Total percents are greater than one hundred due to multiple responses

**Table 15. Present occupation, Byway-wide - Visitors**

Survey Question 16. Please list your present or most recent occupation (n=365)  
(Only occupations listed 10 or more times are included)

Occupation**	Frequency	Valid Percent*
Education, training and library	86	23.6
Business and financial operations	34	9.3
Installation, repair and maintenance	28	7.7
Community and social service	27	7.4
Management	26	7.1
Healthcare practitioners and technical	24	6.6
Sales	21	5.8
Construction and extraction	17	4.7
Architecture and engineering	16	4.4
Life, physical, and social science	14	3.8
Art, design, entertainment, sports, and media	12	3.3
Farming, fishing, and forestry	12	3.3
Transportation and material moving	10	2.7
Office and administrative support	10	2.7
No response	252	

\*Does not equal to one hundred due to all cases not being represented

\*\*Occupational categories are taken from the U.S. Census Bureau

**Table 16. Family situation, Byway-wide - Visitors**

Survey Question 17. Which of the following describes your present situation? (check one) (n=574)

Family situation	Frequency	Valid Percent
Married with children	383	66.7
Married, no children	82	14.3
Single, no children	80	13.9
Single parent with children	29	4.7
Other	0	0.0
No response	43	

**Table 17. Gender, Byway-wide – Visitors**

Survey Question 18. What is your gender? (check one) (n=600)

Gender	Frequency	Valid Percent
Male	347	57.8
Female	253	42.2
No response	17	

**Table 18. Age, Byway-wide – Visitors**

Survey Question 19. In what year were you born? Converted to years:

n	Mean (years)	Std. Deviation	Minimum (years)	Maximum (years)
587	49.1	13.0	18.0	84.0

**Table 19. Education level, Byway-wide – Visitors**

Survey Question 20. What is the highest level of education you have completed? (check one) (n=597)

Education level	Frequency	Valid Percent
Graduate degree	158	26.5
Some college	155	26.0
College graduate	144	24.1
High school graduate or GED	82	13.7
Some graduate school	44	7.4
Some high school	10	1.7
Eighth grade or less	4	0.7
No response	20	

**Table 20. Income level, Byway-wide – Visitors**

Survey Question 21. What was your approximate total household income, before taxes, in 1997? (n=536)

Income level	Frequency	Valid Percent
\$40,000 to \$59,000	144	26.9
\$20,000 to \$39,999	122	22.8
\$60,000 to \$79,000	109	20.3
\$100,000 or more	72	13.4
Less than \$20,000	45	8.4
\$80,000 to \$99,000	44	8.2
No response	81	

**Table 21. Population size, Byway-wide – Visitors**

Survey Question 22. Which population size best describes the town or rural area in which you live? (check one) (n=585)

Population size	Frequency	Valid Percent
More than 250,000 people	170	29.1
More than 1,000 but less than 10,000 people	112	19.1
More than 10,000 but less than 50,000 people	105	17.9
More than 100,000 but less than 250,000 people	88	15.0
More than 50,000 but less than 100,000 people	55	9.4
Less than 1,000 people	55	9.4
No response	32	

**Table 22. Awareness of the Byway, Byway-wide – Visitors**

Survey Question 23. Were you aware that you were on a Scenic Byway? (n=590)

Aware	Frequency	Valid Percent
No	300	50.8
Yes	290	49.2
No response	27	

**Table 23. Influence impression of the area, Byway-wide – Visitors**

Survey Question 24. Does knowing this is a scenic byway influence your impression of the area? (n=500)

Influence impression	Frequency	Valid Percent
No	305	61.0
Yes	195	39.0
No response	117	

**Table 24. Activities, Byway-wide – Visitors**

Survey Question 9. Please check all the activities that you participated in while you were in the location you just identified as most enjoyable (in question #8). Check all that apply (n=617).

Activities	Freq	Percentage of participants engaging in each activity*
General sightseeing	496	80.4
Photography	271	43.9
Viewing wildlife	237	38.4
Hiking	214	34.7
Camping	162	26.3
Talking to people/residents	161	26.1
Seeing historic places	158	25.6
Museums	135	21.9
Dining	124	20.1
Shopping	123	19.9
Bird watching	75	12.2
Visiting churches	64	10.4
Fishing	62	10.0
Attending family gatherings	55	8.9
Fourwheel driving	43	7.0
Backpacking	27	4.4
Partying	24	3.9
Rock climbing	15	2.4
Biking	13	2.1
Horseback riding	9	1.5
Drawing	7	1.1
Motorcycling	6	1.0
Rafting	4	0.6
Canoeing	3	0.5
Skiing	2	0.3
Hunting	2	0.3
Snowplay	2	0.3
Kayaking	1	0.2
Snowshoeing	0	0.0
Driving cattle	0	0.0
Snowmobiling	0	0.0
Boating	0	0.0

\*Total is greater than 100 percent due to multiple responses

**Table 25. Experiences and benefits—Importance, Byway-wide – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of participants by importance response category*						
			-3	-2	-1	0	1	2	3
Enjoy the natural scenery	502	2.7	1.2	0.2	0.2	2.6	2.4	17.7	75.7
Spend time with my family and/or friends	488	2.4	1.8	0.6	0.2	6.6	5.1	12.1	73.6
Get away from the usual demands of life	489	2.1	1.6	1.4	0.4	8.2	10.2	25.8	52.4
Rest mentally	487	2.1	2.1	1.2	0.8	9.9	10.9	21.4	53.8
Be with people who enjoy the same things I do	488	1.9	2.3	1.2	0.6	13.1	12.3	19.7	50.8
Be in a positive mood	482	1.9	1.9	0.8	0.2	13.1	13.3	24.5	46.3
Get away from crowds	495	1.9	2.8	0.8	1.6	12.1	9.5	24.4	48.7
Strengthen family ties	468	1.9	2.4	1.3	0.4	18.8	7.1	14.1	56.0
Experience quiet	493	1.9	2.4	1.8	1.4	12.2	12.4	23.1	46.7
Experience a sense of adventure	482	1.8	0.6	0.6	1.0	12.0	20.3	28.0	37.1
Learn more about nature	484	1.8	1.2	0.8	0.8	14.3	17.8	27.1	38.0
Feel more well-connected with nature	478	1.7	2.9	0.8	1.3	14.4	16.5	27.6	36.4
Be in a wild area	480	1.7	2.7	0.4	1.3	16.9	16.0	25.8	36.9
Strengthen my desire to protect the natural environment	484	1.6	2.7	1.2	1.2	18.0	17.4	20.5	39.0
Improve my outlook on life	470	1.6	1.9	1.3	0.9	21.3	13.6	27.2	33.8
Learn more about the cultural history of the area	488	1.6	2.7	1.0	1.6	12.1	24.6	29.9	28.1
Experience solitude	479	1.6	4.4	1.3	0.6	18.4	15.9	22.1	37.4
Feel more free	466	1.5	1.9	1.1	1.3	24.5	13.7	23.8	33.7
Learn more about the natural history of the area	495	1.5	1.6	1.8	1.4	13.7	25.1	32.7	23.6
Nurture my spiritual values	468	1.4	4.7	1.5	0.4	25.6	12.8	20.1	34.8
Improve my physical well-being	477	1.4	3.8	0.6	1.0	23.9	19.5	22.2	28.9
Think about my personal values	476	1.3	4.2	2.9	1.7	26.5	16.4	14.7	33.6
Strengthen ties to my friends	464	1.3	4.5	1.1	0.9	33.8	9.1	17.5	33.2
Be more respectful of the property of locals	462	1.2	4.3	0.9	1.5	31.0	15.2	15.8	31.4
Increase my spirituality	464	1.2	4.3	1.7	1.3	31.5	14.0	17.2	30.0
Reduce feelings of depression or anxiety	469	1.2	6.2	1.7	0.9	30.5	13.4	15.8	31.6
Better understand the human dependency on the land	467	1.1	3.6	1.5	1.7	32.5	18.2	18.8	23.6
Be more sensitive to local cultures	466	1.0	4.5	1.9	2.6	26.8	24.0	20.2	20.0
Feel more self-confident	467	0.8	6.0	2.8	1.9	39.4	13.7	17.1	19.1
Experience a different culture	471	0.7	6.4	2.5	2.1	37.6	18.0	16.3	17.0
Increase my creativity	466	0.7	4.9	1.9	1.9	43.3	18.7	13.9	15.2
Improve my skills and abilities	467	0.6	7.5	1.9	2.6	43.9	15.2	13.1	15.8
Increase my work productivity	459	-0.1	18.3	3.9	2.2	47.1	11.5	7.0	10.0
Maintain pride in my race or cultural subgroup	466	-0.1	19.3	2.8	1.9	50.6	8.2	6.4	10.7

\*Importance: -3=Very unimportant  
 -2=Moderately unimportant  
 -1=Somewhat unimportant  
 0=Neither important nor unimportant

1=Somewhat important  
 2=Moderately important  
 3=Very important

**Table 26. Experiences and benefits—Able to attain, Byway-wide – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of participants by able to attain response category*			
			1	2	3	4
Enjoy the natural scenery	444	3.7	1.4	4.3	18.5	75.9
Spend time with my family and/or friends	433	3.6	4.4	5.8	16.9	73.0
Be with people who enjoy the same things I do	415	3.4	2.9	12.5	28.7	55.9
Get away from the usual demands of life	431	3.3	2.6	13.7	33.6	50.1
Rest mentally	416	3.3	3.4	13.2	34.4	49.0
Be in a positive mood	413	3.3	3.1	15.7	33.2	47.9
Strengthen family ties	390	3.2	9.7	12.6	25.6	52.1
Learn more about nature	410	3.1	6.3	16.8	39.8	37.1
Feel more well-connected with nature	403	3.1	3.7	22.6	36.0	37.7
Experience quiet	427	3.1	6.3	19.4	35.6	38.6
Experience a sense of adventure	420	3.1	5.0	21.0	36.2	37.9
Be in a wild area	406	3.0	5.9	26.6	31.3	36.2
Improve my outlook on life	395	3.0	7.5	21.3	37.0	34.2
Strengthen my desire to protect the natural environment	405	3.0	5.9	28.4	30.9	34.8
Feel more free	381	2.9	9.4	21.3	34.4	34.9
Think about my personal values	379	2.9	9.2	25.3	29.0	36.4
Nurture my spiritual values	379	2.9	11.6	20.3	31.9	36.1
Get away from crowds	425	2.9	6.6	27.1	33.4	32.9
Reduce feelings of depression or anxiety	368	2.9	11.4	25.0	27.7	35.9
Learn more about the natural history of the area	429	2.9	5.6	30.8	38.7	24.9
Learn more about the cultural history of the area	424	2.8	7.5	31.1	33.5	27.8
Experience solitude	400	2.8	12.8	27.8	26.3	33.3
Improve my physical well-being	392	2.8	13.5	26.3	29.3	30.9
Strengthen ties to my friends	358	2.8	23.2	15.4	23.5	38.0
Be more respectful of the property of locals	365	2.7	15.3	29.6	19.5	35.6
Increase my spirituality	361	2.7	15.8	25.8	26.6	31.9
Feel more self-confident	342	2.7	16.7	24.6	28.9	29.8
Better understand the human dependency on the land	373	2.6	13.9	33.8	25.7	26.5
Be more sensitive to local cultures	370	2.5	15.1	34.6	31.4	18.9
Experience a different culture	374	2.4	23.8	35.6	20.6	20.1
Increase my creativity	340	2.3	26.5	36.2	19.7	17.6
Improve my skills and abilities	337	2.3	30.3	31.2	21.4	17.2
Maintain pride in my race or cultural subgroup	310	2.2	40.6	19.7	16.8	22.9
Increase my work productivity	310	2.1	41.9	24.5	14.2	19.4

\*Able to attain: 1=Not at all able  
2=Somewhat able

3=Moderately able  
4=Totally able

**Table 27. Desired setting characteristics—Nature based, Byway-wide – Visitors**

Survey Questions 12 and 13. Your ability to realize experiences and benefits is generally dependent on the SETTINGS where recreation occurs. If the place you wrote in as most enjoyable in Q#8 is in a natural landscape (zones 1, 3, or 6) please answer Q#12 and skip Q#13. However, if the place you circled is a community or cultural/historic site (zones 2, 4, 5, 7, or 8) please skip Q#12 and complete Q#13.

Q12a. For each of the following setting characteristics please indicate the condition that you believe would best help you achieve your desired experiences and benefits by circling the appropriate number (circle one response for each characteristic).

Desired setting characteristics	n	Mean	Percentage of participants by response category*				
			1	2	3	4	5
Facilities (restrooms, picnic tables, etc. provided)	427	3.3	1.9	0.9	65.8	24.4	7.0
Staff available to talk to visitors	424	3.3	1.4	0.9	70.5	22.9	4.2
Facilities maintenance	423	3.3	0.7	0.7	74.9	18.4	5.2
Visitor programs and interpretation	412	3.2	0.7	1.7	71.6	23.5	2.4
Road maintenance	428	3.2	1.6	1.2	76.2	15.2	5.8
Regulations on visitors	425	3.0	1.9	3.1	86.4	7.3	1.4
Vehicle access to the area	433	3.0	4.2	2.8	83.6	6.9	2.5
Number of people allowed in the area	427	2.9	2.3	9.6	83.8	2.8	1.4
Change to the natural environment	421	2.8	8.8	5.5	80.5	3.6	1.7
Motorized use allowed	421	2.7	10.7	11.9	72.4	3.6	1.4

\*Amount of change:  
 1=A lot less  
 2=A little less  
 3=Leave as is  
 4=A little more  
 5=A lot more

**Table 28. Desired setting characteristics—Cultural based, Byway-wide – Visitors**

Survey Questions 12 and 13. Your ability to realize experiences and benefits is generally dependent on the SETTINGS where recreation occurs. If the place you wrote in as most enjoyable in Q#8 is in a natural landscape (zones 1, 3, or 6) please answer Q#12 and skip Q#13. However, if the place you circled is a community or cultural/historic site (zones 2, 4, 5, 7, or 8) please skip Q#12 and complete Q#13.

Q13a. For each of the following characteristics please indicate the condition that you believe would best help you achieve your desired experiences and benefits by circling the appropriate number (circle one response for each characteristic).

Desired setting characteristics	n	Mean	Percentage of participants by response category*				
			1	2	3	4	5
Preservation of traditional architecture	274	3.6	1.1	0.7	53.3	27.4	17.5
Guest services (hotels, restaurants, etc.)	270	3.4	1.5	3.0	58.9	28.1	8.5
Cultural events	258	3.4	1.6	0.8	61.2	31.0	5.4
Visitor programs and interpretation	264	3.3	1.5	1.1	63.6	28.0	5.7
Small town atmosphere	272	3.2	0.0	0.0	82.0	11.4	6.6
Marketing and visitor outreach	267	3.2	3.4	4.1	64.8	22.8	4.9
Shopping opportunities	270	3.1	6.3	7.8	60.0	21.5	4.4
Number of other visitors	268	3.0	3.4	6.7	76.5	12.3	1.1
Volume of traffic	271	2.8	7.0	12.2	78.2	1.8	0.7

\* Amount of change:  
 1=A lot less  
 2=A little less  
 3=Leave as is  
 4=A little more  
 5=A lot more

**Table 29. Services and facilities—Importance, Byway-wide – Visitors**

Survey Question 14. The recreation and tourism providers along the Byway need to know what types of services and facilities you would like to see provided there. Thinking about the place that was most enjoyable to you, look back at the map on pg. 2 and find the zone that includes that place. For that zone, please tell us: 1) how important each of the following services and facilities would be in contributing to your enjoyment and 2) how available you found each to be within that zone (circle the appropriate responses for each item).

Services and facilities	n	Mean	Percentage of participants by importance response category*						
			-3	-2	-1	0	1	2	3
Public restrooms	497	1.8	3.8	1.0	1.6	9.9	14.1	23.5	46.1
Brochures and maps	494	1.7	3.2	1.0	1.8	12.3	18.0	26.1	37.4
Roadside signs	500	1.7	3.6	1.0	1.6	14.4	15.4	25.0	39.0
Historic sites	494	1.6	3.2	2.4	1.0	13.2	16.6	32.6	31.0
Visitor centers	500	1.5	5.0	1.2	1.6	13.4	21.6	28.0	29.2
Display at visitor center or museum	485	1.4	5.2	2.1	0.6	15.7	22.1	27.8	26.6
Self guided tours	476	1.3	5.5	1.9	1.1	21.4	16.0	27.9	26.3
Written materials to take with you	487	1.3	5.5	1.4	1.6	18.3	21.1	27.5	24.4
Museums	487	1.1	6.4	1.2	2.5	22.6	20.7	27.1	19.5
Books or guides you could purchase	484	1.1	4.8	2.1	2.3	21.5	29.5	21.1	18.8
Restaurants	510	1.0	7.8	3.1	3.7	15.3	23.9	25.3	20.8
Interpretive exhibits	485	1.0	6.0	2.1	2.9	27.2	21.0	23.7	17.1
Tent campgrounds	482	1.0	10.0	3.1	1.9	29.0	10.0	17.0	29.0
Grocery stores	482	0.9	10.2	2.9	1.7	19.5	21.4	28.6	15.8
Tours and cultural sites	471	0.8	8.9	3.0	2.1	25.7	19.7	22.9	17.6
Cultural centers	472	0.8	7.8	2.1	2.8	29.0	20.1	23.5	14.6
Guided tour or nature walk	471	0.8	7.0	3.0	3.8	30.4	19.1	21.9	14.9
From locals you meet	459	0.7	8.3	1.7	1.1	34.4	19.6	22.0	12.9
Lecture at visitor center or museum	479	0.7	7.1	3.8	2.9	28.4	26.3	18.2	13.4
Tour of the mission churches	467	0.4	11.3	3.4	3.0	36.0	19.9	16.7	9.6
Chambers of commerce	458	0.3	12.4	2.6	2.6	41.0	15.9	17.5	7.9
Festivals/fairs/events	473	0.3	13.5	3.4	3.6	36.4	16.7	16.3	10.1
Video programs	469	0.2	11.5	4.5	3.0	38.6	20.3	16.2	6.0
Souvenir shops	486	0.2	13.2	4.1	6.8	30.7	24.9	14.0	6.4
Hotels/motels	499	0.2	18.4	6.4	4.0	27.5	14.8	13.6	15.2
Audio programs	458	0.1	13.1	3.9	3.1	45.4	18.6	10.3	5.7
Tour of the artisan studios	466	0.02	14.4	3.4	3.4	47.0	13.7	11.8	6.2
RV parks	483	-0.1	24.2	4.3	4.6	34.0	7.7	10.6	14.7
Retail stores	478	-0.1	19.5	6.1	4.6	32.6	18.8	13.4	5.0
Fast food restaurants	478	-0.3	25.2	3.4	5.3	32.4	16.6	11.3	5.9
Outfitters and guides	465	-0.4	23.0	5.6	4.3	43.2	11.6	7.7	4.5
Bed and breakfasts	478	-0.5	24.5	7.9	3.6	39.5	10.5	7.3	6.7
Resorts	471	-1.0	30.1	4.0	4.5	42.7	10.0	5.7	3.0
Bars/taverns	474	-1.0	39.7	5.7	4.2	37.8	6.5	4.2	1.9
Condominiums	468	-1.3	41.2	6.4	3.6	41.9	3.6	2.1	1.1

\*Importance:

- 3=Very unimportant
- 2=Moderately unimportant
- 1=Somewhat unimportant
- 0=Neither important nor unimportant

- 1=Somewhat important
- 2=Moderately important
- 3=Very important

**Table 30. Services and facilities—Availability, Byway-wide – Visitors**

Survey Question 14. The recreation and tourism providers along the Byway need to know what types of services and facilities you would like to see provided there. Thinking about the place that was most enjoyable to you, look back at the map on pg. 2 and find the zone that includes that place. For that zone, please tell us: 1) how important each of the following services and facilities would be in contributing to your enjoyment and 2) how available you found each to be within that zone (circle the appropriate responses for each item).

Services and facilities	n	Mean	Percentage of participants by availability response category*			
			1	2	3	4
Brochures and maps	397	3.0	5.3	26.4	35.5	32.7
Public restrooms	405	2.9	4.7	32.1	35.8	27.4
Visitor centers	393	2.9	8.9	30.0	27.5	33.6
Tent campgrounds	328	2.9	10.7	26.5	25.3	37.5
Roadside signs	396	2.8	5.1	33.1	35.6	26.3
Books or guides you could purchase	358	2.8	10.3	28.2	30.2	31.3
Historic sites	381	2.7	10.0	35.2	34.4	20.5
Display at visitor center or museum	374	2.7	11.2	32.4	28.6	27.8
Written materials to take with you	372	2.7	11.0	33.6	26.9	28.5
Self guided tours	338	2.6	16.6	29.6	27.8	26.0
Souvenir shops	347	2.6	11.2	34.9	32.6	21.3
RV parks	291	2.6	14.4	35.7	24.1	25.8
Restaurants	401	2.5	13.2	39.4	30.4	17.0
Interpretive exhibits	353	2.5	19.8	32.9	28.6	18.7
Grocery stores	349	2.5	15.5	41.0	26.9	16.6
Hotels/motels	356	2.5	16.6	38.5	25.0	19.9
Museums	350	2.4	18.3	40.6	26.9	14.3
Tours and cultural sites	330	2.4	16.1	40.6	31.2	12.1
Lecture at visitor center or museum	327	2.3	28.4	34.9	20.2	16.5
Video programs	300	2.3	28.7	30.0	24.0	17.3
Guided tour or nature walk	320	2.2	33.1	32.5	16.9	17.5
From locals you meet	305	2.2	27.5	34.4	24.6	13.4
Retail stores	310	2.2	23.2	45.2	22.3	9.4
Cultural centers	319	2.1	29.5	41.1	21.9	7.4
Chambers of commerce	291	2.1	35.4	30.6	22.0	12.0
Outfitters and guides	252	2.1	32.5	38.5	18.7	10.3
Bed and breakfasts	293	2.1	31.4	43.3	14.3	10.9
Bars/taverns	253	2.1	35.2	32.4	19.4	13.0
Fast food restaurants	299	2.0	46.2	23.7	16.4	13.7
Festivals/fairs/events	297	1.9	40.7	37.7	16.8	4.7
Audio programs	284	1.9	43.7	35.2	11.3	9.9
Resorts	265	1.9	43.0	34.0	15.8	7.2
Tour of the mission churches	292	1.8	47.3	35.3	9.2	8.2
Tour of the artisan studios	276	1.7	54.7	29.0	9.4	6.9
Condominiums	244	1.6	63.1	24.2	5.7	7.0

\*Available: 1=Not at all available  
2=Somewhat available

3=Moderately available  
4=Totally available

## Zone 1 – Visitors

**Table 31. Trip characteristics, Zone 1 – Visitors**

Question 1 (Front-end sheet) Is this your first trip to the LCA Byway? (n=142)

First trip?	Frequency	Valid Percent
Yes	71	50.0
No	71	50.0
No response	0	

**Table 32. Other visits, Zone 1 – Visitors**

Question 1b (Front-end sheet) If no, how many times have you visited the LCA Byway during the last 12 months (including this visit)? (n=70)

Number of times visited in the last 12 months	Frequency	Valid Percent
0	41	58.6
1	19	27.1
2	4	5.7
3	2	2.9
4	1	1.4
5	1	1.4
7	1	1.4
10	1	1.4
No response	72	

**Table 33. Group types, Zone 1 – Visitors**

Question 2 (Front-end sheet) What type of group are you traveling with? (n=142)

Group type	Frequency	Valid Percent
Family	71	50.0
A couple	43	30.3
Alone	9	6.3
Friends	8	5.6
Both family and friends	7	4.9
An organized group	4	2.8
No response	0	

**Table 34. Ethnicity, Zone 1 – Visitors**

Question 3 (Front-end sheet) Which letter best represents your race or ethnic group? (n=141)

Ethnic group	Frequency	Valid Percent
White	133	94.3
American Indian/Alaska Native	4	2.8
Hispanic	2	1.4
Asian/Pacific Islander	1	0.7
Other	1	0.7
No response	1	

**Table 35. State of origin, Zone 1 – Visitors**

From the bottom of the Front-end sheet (n=142) (Only states represented 5 or more times are included)

State	Frequency	Valid Percent*
Colorado	44	31.0
Texas	35	24.6
New Mexico	8	5.6
California	7	4.9
Arizona	6	4.2
Kansas	6	4.2
No response	0	

\*Does not equal 100% due to all cases not being represented

**Table 36. Trip type, Zone 1 – Visitors**

Survey Question 1. What type of trip were you on? (check one) (n=138)

Trip type	Frequency	Valid Percent
Vacation with LCA Scenic Byway as part of a larger trip	66	47.8
Vacation with LCA Scenic Byway as a major destination	25	18.1
A weekend trip to a destination on the LCA Scenic Byway	19	13.8
A day outing to a destination on the LCA Scenic Byway	13	9.4
A weekend trip with the LCA Scenic Byway part of a larger trip	9	6.5
A day outing to a destination other than the LCA Scenic Byway	6	4.3
No response	4	

**Table 37. Accommodations, Zone 1 – Visitors**

Survey Question 2. What type of accommodations did you use along the Byway? (check all that apply)  
(n=142)

Type of accommodation	Frequency	Valid Percent*
Hotel/motel	63	44.4
Public campground	37	26.1
Private campground	14	9.9
Private home	7	4.9
Other types of accommodations	6	4.2
Guest ranch	5	3.5
Bed and Breakfast	2	1.4
I didn't stay overnight in the area	15	10.6

\*Totals more than 100 percent due to multiple responses.

**Table 38. Information sources, Zone 1 – Visitors**

Survey Question 3. Which of the following information sources did you use for this trip?  
(check all that apply) (n=142)

Information source	Frequency	Valid Percent*
Maps of the area	64	45.1
Past experience	57	40.1
Travel books/guides	52	36.6
Friends, relatives	43	30.3
Internet	30	21.1
Travel club	25	17.6
Local visitor center/Chamber of Commerce	24	16.9
State welcome center	14	9.9
Local businesses	13	9.2
Other information sources used for this trip	11	7.7
Travel magazines	9	6.3
Newspaper travel section	6	4.2
Outdoor magazines	5	3.5
Travel agent	3	2.1
Public land agency	2	1.4

\*Totals more than 100 percent due to multiple responses

**Table 39. Employment, Zone 1 – Visitors**

Survey Question 16. Which of the following describes your present situation? (check all that apply)  
(n=142)

Employment situation	Frequency	Valid Percent*
Employed	87	61.3
Retired	38	26.8
Homemaker	12	8.5
Student	1	0.7
Unemployed	0	0.0
Other job	0	0.0

\*Totals more than 100 percent due to multiple responses.

**Table 40. Present occupation, Zone 1 – Visitors**

Survey Question 16. Please list your present or most recent occupation (n=77)  
(Only top 5 occupations are included)

Occupation**	Frequency	Valid Percent*
Education, training and library	10	13.0
Business and financial operations	9	11.7
Management	8	10.4
Architecture and engineering	7	9.1
Community and social service	7	9.1
Sales	7	9.1
Installation, repair and maintenance	5	6.5
No response	65	

\*Does not equal to one hundred due to all cases not being represented

\*\*Occupational categories are taken from the U.S. Census Bureau

**Table 41. Family situation, Zone 1 – Visitors**

Survey Question 17. Which of the following describes your present situation? (check one) (n=132)

Family situation	Frequency	Valid Percent
Married with children	100	70.4
Married, no children	18	12.7
Single, no children	12	8.5
Single parent with children	2	1.5
Other	0	0.0
No response	10	

**Table 42. Gender, Zone 1 – Visitors**

Survey Question 18. What is your gender? (check one) (n=138)

Gender	Frequency	Valid Percent
Male	89	64.5
Female	49	35.5
No response	4	

**Table 43. Age, Zone 1 – Visitors**

Survey Question 19. In what year were you born? Converted to years:

n	Mean (years)	Std. Deviation	Minimum (years)	Maximum (years)
133	51.8	12.4	23.0	76.0

**Table 44. Education level, Zone 1 – Visitors**

Survey Question 20. What is the highest level of education you have completed? (check one) (n=135)

Education level	Frequency	Valid Percent
College graduate	38	28.1
Graduate degree	35	25.9
Some college	31	23.0
High school graduate or GED	18	13.3
Some graduate school	9	6.7
Some high school	4	3.0
Eighth grade or less	0	0.0
No response	7	

**Table 45. Income level, Zone 1 – Visitors**

Survey Question 21. What was your approximate total household income, before taxes, in 1997? (n=120)

Income level	Frequency	Valid Percent
\$40,000 to \$59,000	33	27.5
\$100,000 or more	24	20.0
\$60,000 to \$79,000	23	19.2
\$20,000 to \$39,999	21	17.5
\$80,000 to \$99,000	14	11.7
Less than \$20,000	5	4.2
No response	22	

**Table 46. Population size, Zone 1 – Visitors**

Survey Question 22. Which population size best describes the town or rural area in which you live? (check one) (n=134)

Population size	Frequency	Valid Percent
More than 250,000 people	43	32.1
More than 10,000 but less than 50,000 people	25	18.7
More than 100,000 but less than 250,000 people	25	18.7
More than 1,000 but less than 10,000 people	22	16.4
More than 50,000 but less than 100,000 people	12	9.0
Less than 1,000 people	7	5.2
No response	8	

**Table 47. Awareness of the Byway, Zone 1 – Visitors**

Survey Question 23. Were you aware that you were on a Scenic Byway? (n=134)

Aware	Frequency	Valid Percent
Yes	69	51.5
No	65	48.5
No response	8	

**Table 48. Influence impression of the area, Zone 1 – Visitors**

Survey Question 24. Does knowing this is a scenic byway influence your impression of the area? (n=114)

Influence impression	Frequency	Valid Percent
No	72	63.2
Yes	42	36.8
No response	28	

**Table 49. Activities, Zone 1 – Visitors**

Survey Question 9. Please check all the activities that you participated in while you were in the location you just identified as most enjoyable (in question #8). Check all that apply. (n=142)

Activity	Freq	Percentage of participants engaging in each activity*
General sightseeing	130	91.5
Photography	76	53.5
Viewing wildlife	65	45.8
Seeing historic places	50	35.2
Camping	41	28.9
Talking to people/residents	35	24.6
Fishing	32	22.5
Dining	32	22.5
Shopping	31	21.8
Hiking	23	16.2
Bird watching	20	14.1
Museums	19	13.4
Visiting churches	18	12.7
Attending family gatherings	16	11.3
Fourwheel driving	8	5.6
Backpacking	7	4.9
Biking	5	3.5
Partying	4	2.8
Horseback riding	3	2.1
Rock climbing	3	2.1
Canoeing	1	0.7
Motorcycling	1	0.7
Skiing	1	0.7
Kayaking	1	0.7
Drawing	1	0.7
Snowplay	1	0.7
Snowshoeing	0	0.0
Driving cattle	0	0.0
Snowmobiling	0	0.0
Hunting	0	0.0
Boating	0	0.0
Rafting	0	0.0

\*Totals more than 100 percent due to multiple responses.

**Table 50. Experiences and benefits, Zone 1 – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how **important** each of the following is to you and second, the degree to which you were able to **realize or attain** each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of participants by importance response category*						
			-3	-2	-1	0	1	2	3
Enjoy the natural scenery	124	2.6	1.6	0.0	0.0	1.6	1.6	21.0	74.2
Spend more time with my family and/or friends	119	2.3	3.4	0.8	0.0	4.2	10.1	16.0	65.5
Get away from the usual demands of life	121	2.1	1.7	0.8	0.0	6.6	13.2	24.8	52.9
Experience a sense of adventure	118	1.9	0.8	0.0	0.0	9.3	24.6	23.7	41.5
Rest mentally	120	1.9	3.3	0.0	0.8	10.8	14.2	23.3	47.5
Be in a wild area	117	1.9	2.6	0.0	0.0	8.5	17.1	36.8	35.0
Be with people who enjoy the same things I do	121	1.9	2.5	0.0	0.8	12.4	15.7	27.3	41.3
Be in a positive mood	119	1.8	1.7	1.7	0.0	14.3	16.0	28.6	37.8
Strengthen family ties	118	1.7	3.4	1.7	0.0	20.3	9.3	16.1	49.2
Experience Quiet	122	1.6	4.9	3.3	0.8	14.8	10.7	20.5	45.1
Learn more about nature	115	1.6	1.7	0.0	0.0	17.4	22.6	30.4	27.8
Get away from crowds	122	1.6	4.9	1.6	1.6	13.9	14.8	23.0	40.2
Strengthen my desire to protect the natural environment	119	1.6	2.5	0.8	0.0	21.8	15.1	24.4	35.3
Improve my outlook on life	116	1.5	2.6	0.0	1.7	23.3	15.5	22.4	34.5
Learn more about the cultural history of the area	121	1.5	3.3	0.8	0.8	10.7	28.1	33.1	23.1
Feel more connected with nature	119	1.5	4.2	0.0	1.7	14.3	24.4	25.2	30.3
Feel more free	115	1.5	3.5	0.9	0.9	25.2	12.2	25.2	32.2
Experience solitude	119	1.4	5.0	0.8	0.8	25.2	12.6	21.0	34.5
Learn more about the natural history of the area	122	1.4	1.6	2.5	0.0	14.8	31.1	32.0	18.0
Nurture my spiritual values	114	1.3	3.5	1.8	0.0	33.3	10.5	21.9	28.9
Increase my spirituality	117	1.1	4.3	0.9	1.7	35.0	15.4	15.4	27.4
Be more respectful of the property of locals	115	1.1	3.5	0.0	1.7	38.3	16.5	13.9	26.1
Reduce feelings of depression or anxiety	117	1.1	6.0	2.6	0.9	31.6	14.5	15.4	29.1
Strengthen ties to my friends	117	1.0	5.1	0.9	0.9	41.9	9.4	9.4	15.4
Think about my personal values	118	1.0	6.8	3.4	0.8	32.2	15.3	11.9	29.7
Improve my physical well-being	118	1.0	6.8	0.8	1.7	31.4	19.5	17.8	22.0
Better understand the human dependency on the land	116	0.9	6.9	1.7	0.9	32.8	19.0	16.4	22.4
Be more sensitive to local cultures	115	0.9	5.2	1.7	1.7	25.2	31.3	21.7	13.0
Increase my creativity	116	0.6	6.0	0.9	2.6	43.1	23.3	12.1	12.1
Experience a different culture	117	0.6	7.7	1.7	0.9	45.3	17.1	16.2	11.1
Feel more self-confident	116	0.5	8.6	2.6	1.7	47.4	1.2	11.2	17.2
Improve my skills and abilities	116	0.5	6.9	2.6	2.6	47.4	19.0	8.6	12.9
Maintain pride in my race or cultural subgroup	115	-0.1	20.0	1.7	0.0	55.7	6.1	6.1	10.4
Increase my work productivity	115	-0.6	16.5	2.6	2.6	50.4	11.3	9.6	7.0

\*Importance: -3=Very unimportant  
 -2=Moderately unimportant  
 -1=Somewhat unimportant  
 0=Neither important nor unimportant

1=Somewhat important  
 2=Moderately important  
 3=Very important

**Table 51. Experiences and benefits, Zone 1 – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Participants by able to attain response category*			
			1	2	3	4
Enjoy the natural scenery	106	3.8	0.0	1.9	15.1	83.0
Spend more time with family and/or friends	101	3.6	5.0	5.9	17.8	71.3
Be with the people who enjoy the same things I do	93	3.4	1.1	12.9	28.0	58.1
Get away from the usual demands of life	104	3.4	1.9	10.6	31.7	55.8
Rest mentally	97	3.3	6.2	10.3	32.0	51.5
Be in a wild area	96	3.3	2.1	16.7	31.3	50.0
Strengthen family ties	91	3.3	4.4	15.4	29.7	50.5
Experience a sense of adventure	99	3.2	3.0	14.1	37.4	45.5
Be in a positive mood	98	3.2	5.1	12.2	37.8	44.9
Feel more connected with nature	89	3.1	1.1	25.8	30.3	42.7
Feel more free	83	3.0	6.0	18.1	42.2	33.7
Nurture my spiritual values	82	3.0	12.2	13.4	35.4	39.0
Improve my outlook on life	92	3.0	7.6	20.7	35.9	35.9
Experience Quiet	98	3.0	12.2	19.4	25.5	42.9
Strengthen my desire to protect the natural environment	93	3.0	4.3	29.0	31.2	35.5
Get away from crowds	98	3.0	8.2	24.5	29.6	37.8
Learn more about nature	88	3.0	5.7	26.1	35.2	33.0
Learn more about the cultural history of the area	97	3.0	4.1	29.9	36.1	29.9
Reduce feelings of depression or anxiety	85	3.0	8.2	30.6	23.5	37.6
Experience solitude	88	2.9	14.8	18.2	31.8	35.2
Think about my personal values	83	2.9	10.8	31.3	18.1	39.8
Be more respectful of the property of locals	79	2.8	12.7	27.8	22.8	36.7
Increase my spirituality	80	2.8	12.5	25.0	30.0	32.5
Learn more about the natural history of the area	98	2.8	5.1	32.7	37.8	24.5
Strengthen ties to my friends	79	2.7	25.3	13.9	21.5	39.2
Better understand the human dependency on the land	84	2.7	14.3	27.4	28.6	29.8
Feel more self-confident	74	2.6	21.6	25.7	23.0	29.7
Be more sensitive to local cultures	83	2.6	10.8	36.1	34.9	18.1
Improve my physical well-being	86	2.6	23.3	25.6	22.1	29.1
Experience a different culture	82	2.4	20.7	37.8	19.5	22.0
Maintain pride in my race or cultural subgroup	66	2.3	36.4	24.2	15.2	24.2
Increase my creativity	74	2.3	24.3	40.5	20.3	14.9
Improve my skills and abilities	75	2.2	34.7	29.3	20.0	16.0
Increase my work productivity	70	2.1	35.7	35.7	10.0	18.6

\*Able to attain: 1=Not at all able  
2=Somewhat able

3=Moderately able  
4=Totally able

**Table 52. Desired setting characteristics, Zone 1 – Visitors**

Survey Questions 12 and 13. Your ability to realize experiences and benefits is generally dependent on the SETTINGS where recreation occurs. If the place you wrote in as most enjoyable in Q#8 is in a natural landscape (zones 1, 3, or 6) please answer Q#12 and skip Q#13. However, if the place you circled is a community or cultural/historic site (zones 2, 4, 5, 7, or 8) please skip Q#12 and complete Q#13.

Q12a. For each of the following setting characteristics please indicate the condition that you believe would best help you achieve your desired experiences and benefits by circling the appropriate number (circle one response for each characteristic).

Desired setting characteristics	n	Mean	Percentage of participants by response category*				
			1	2	3	4	5
Facilities (restrooms, picnic table, etc.) provided	115	3.3	1.7	0.0	67.8	24.3	6.1
Visitor programs and interpretation	112	3.3	0.9	3.6	65.2	28.6	1.8
Road maintenance	113	3.2	1.8	0.9	75.2	15.9	6.2
Staff available to talk to visitors	117	3.2	1.7	1.7	73.5	18.8	4.3
Facilities maintenance	115	3.2	1.7	0.7	77.4	14.8	5.2
Vehicle access to the area	116	3.0	3.4	2.6	83.6	8.6	1.7
Regulations on visitors	116	3.0	1.7	5.2	84.5	6.9	1.7
Number of people allowed in the area	115	2.9	2.6	9.6	81.7	4.3	1.7
Change to the natural environment	115	2.9	7.0	4.3	84.3	2.6	1.7
Motorized use allowed	114	2.7	7.9	15.8	72.8	3.5	0.0

\*Amount of change:  
 1=A lot less  
 2=A little less  
 3=Leave as is  
 4=A little more  
 5=A lot more

**Table 53. Services and facilities, Zone 1 – Visitors**

Survey Question 14. The recreation and tourism providers along the Byway need to know what types of services and facilities you would like to see provided there. Thinking about the place that was most enjoyable to you, look back at the map on pg. 2 and find the zone that includes that place. For that zone, please tell us: 1) how important each of the following services and facilities would be in contributing to your enjoyment and 2) how available you found each to be within that zone (circle the appropriate responses for each item).

Services and facilities	n	Mean	Percentage of participants by importance response category*						
			-3	-2	-1	0	1	2	3
Public restrooms	123	1.6	5.7	0.8	1.6	13.8	13.0	27.6	37.4
Historic sites	119	1.5	4.2	2.5	0.8	12.6	15.1	37.0	27.7
Brochures and maps	123	1.5	5.7	0.8	0.8	13.8	17.9	29.3	31.7
Roadside signs	124	1.4	5.6	0.0	1.6	16.1	18.5	29.0	29.0
Restaurants	127	1.2	4.7	3.1	2.4	15.7	24.4	26.8	22.8
Written materials to take with you	116	1.2	6.9	0.9	0.9	16.4	25.9	26.7	22.4
Grocery stores	117	1.0	7.7	1.7	3.4	17.1	23.1	29.9	17.1
Visitor centers	118	1.0	9.3	0.8	1.7	20.3	22.9	28.8	16.1
Display at visitor center or museum	117	1.0	7.7	2.6	0.9	20.5	24.8	29.1	14.5
Books or guides you could purchase	115	0.9	6.1	2.6	3.5	18.3	37.4	16.5	15.7
Self guided tours	112	0.9	9.8	0.0	1.8	23.2	22.3	30.4	12.5
Museums	120	0.9	9.2	0.8	0.8	27.5	21.7	25.0	15.0
Tours and cultural sites	114	0.7	12.3	1.8	1.8	24.6	18.4	25.4	15.8
From locals you meet	110	0.6	9.1	0.9	1.8	31.8	23.6	27.3	5.5
Tent campgrounds	119	0.6	11.8	3.4	3.4	33.6	10.9	16.8	20.2
Cultural centers	115	0.4	10.4	1.7	2.6	36.5	21.7	20.0	7.0
Interpretive exhibits	117	0.4	11.1	0.9	3.4	32.5	29.1	16.2	6.8
RV parks	121	0.4	16.5	4.1	4.1	29.8	9.9	16.5	19.0
Guided tour or nature walk	108	0.3	12.0	5.6	2.8	33.3	17.6	20.4	8.3
Chambers of Commerce	109	0.3	11.0	2.8	2.8	39.4	19.3	19.3	5.5
Hotels/motels	125	0.3	20.8	4.0	3.2	20.0	18.4	14.4	19.2
Tour of the mission churches	109	0.2	12.8	6.4	1.8	33.9	18.3	20.2	6.4
Lecture at visitor center or museum	113	0.2	15.0	3.5	2.7	31.9	25.7	15.0	6.2
Video programs	113	0.1	15.9	2.7	3.5	36.3	17.7	18.6	5.3
Retails stores	121	-0.1	14.9	5.0	5.0	33.9	21.5	13.2	6.6
Souvenir shops	120	-0.1	18.3	4.2	6.7	30.0	18.3	16.7	5.8
Festivals/fairs/events	115	-0.2	14.8	2.6	3.5	37.4	19.1	18.3	4.3
Audio programs	111	-0.2	18.0	5.4	3.6	44.1	14.4	10.8	3.6
Outfitters and guides	114	-0.3	17.5	6.1	2.6	47.4	17.5	6.1	2.6
Tour of artisan studios	109	-0.3	22.0	3.7	1.8	45.9	15.6	8.3	2.8
Bed and breakfasts/inns	118	-0.4	22.9	8.5	3.4	35.6	12.7	10.2	6.8
Fast food restaurants	117	-0.4	24.8	3.4	7.7	32.5	14.5	13.7	3.4
Resorts	116	-0.6	23.3	5.2	6.0	45.7	13.8	3.4	2.6
Bars/taverns	119	-1.2	40.3	4.2	5.0	41.2	4.2	3.4	1.7
Condominiums	118	-1.2	39.8	5.1	5.1	42.4	5.9	1.7	0.0

\*Importance: -3=Very unimportant  
 -2=Moderately unimportant  
 -1=Somewhat unimportant  
 0=Neither important nor unimportant

1=Somewhat important  
 2=Moderately important  
 3=Very important

**Table 54. Services and facilities, Zone 1 – Visitors**

Survey Question 14. The recreation and tourism providers along the Byway need to know what types of services and facilities you would like to see provided there. Thinking about the place that was most enjoyable to you, look back at the map on pg. 2 and find the zone that includes that place. For that zone, please tell us: 1) how important each of the following services and facilities would be in contributing to your enjoyment and 2) how available you found each to be within that zone (circle the appropriate responses for each item).

Services and facilities	n	Mean	Percentage of participants by availability response category*			
			1	2	3	4
Brochures and maps	99	2.8	6.1	32.3	32.3	29.3
RV parks	77	2.8	9.1	32.5	26.0	32.5
Tent campgrounds	71	2.8	9.9	36.6	18.3	35.2
Written materials to take with you	87	2.7	9.2	42.5	19.5	28.7
Books or guides you could purchase	82	2.7	9.8	40.2	22.0	28.0
Roadside signs	94	2.6	6.4	39.4	38.3	16.0
Public restrooms	98	2.6	6.1	43.9	30.6	19.4
Souvenir shops	82	2.6	12.2	31.7	39.0	17.1
Grocery stores	84	2.5	8.3	45.2	31.0	15.5
Historic sites	93	2.5	6.5	47.3	33.3	12.9
Restaurants	101	2.5	7.9	48.5	28.7	14.9
Hotels/motels	92	2.5	13.0	45.7	23.9	17.4
Tours and cultural sites	80	2.4	15.0	43.8	27.5	13.8
Visitor centers	88	2.3	13.6	47.7	30.7	8.0
Retail stores	78	2.3	14.1	52.6	25.6	7.7
Outfitters and guides	57	2.2	19.3	47.4	24.6	8.8
Display at visitor center or museum	86	2.2	17.4	52.3	20.9	9.3
Self guided tours	72	2.2	25.0	44.4	15.3	15.3
Video programs	71	2.2	31.0	32.4	22.5	14.1
From locals you meet	71	2.1	21.1	52.1	19.7	7.0
Museums	77	2.1	24.7	45.5	24.7	5.2
Bed and breakfasts/inns	71	2.1	19.7	60.6	12.7	7.0
Chambers of Commerce	63	2.0	30.2	42.9	20.6	6.3
Bars/taverns	58	2.0	29.3	48.3	13.8	8.6
Cultural centers	68	2.0	29.4	45.6	23.5	1.5
Resorts	63	1.9	34.9	41.3	17.5	6.3
Festivals/fairs/events	63	1.9	33.3	46.0	15.9	4.8
Interpretive exhibits	82	1.9	30.5	50.0	18.3	1.2
Tour of the mission churches	71	1.9	56.5	32.3	6.5	4.8
Fast food restaurants	69	1.8	43.5	37.7	11.6	7.2
Lecture at visitor center or museum	75	1.8	44.0	38.7	12.0	5.3
Guided tour or nature walk	69	1.7	42.0	46.4	5.8	5.8
Audio programs	62	1.6	56.5	30.6	8.1	4.8
Tour of artisan studios	62	1.6	56.5	32.3	6.5	4.8
Condominiums	57	1.6	57.9	31.6	7.0	3.5

\*Availability: 1=Not at all available  
2=Somewhat available  
3=Moderately available  
4=Totally available

**Table 55. Benefits to others, Zone 1 – Visitors**

Survey Question 15. Byway recreation and tourism providers are also interested in the benefits that this zone provides to others. In your opinion, how important is it to manage this zone so that it provides each of the benefits listed (circle the appropriate level of importance).

Benefits to local communities and the environment	n	Mean	Percentage of participants by importance response category*				
			1	2	3	4	5
Reduce looting and vandalism of cultural, historic, and religious sites	124	4.4	0.8	2.4	9.7	25.0	62.1
Improved relationship with the natural world	123	4.2	2.4	1.6	20.3	28.5	47.2
Preservation of cultural heritage	124	3.8	5.6	6.5	21.0	38.7	28.2
Retention of a distinct cultural atmosphere	122	3.5	6.6	11.5	23.8	36.9	21.3
Increased quality of life	121	3.5	6.6	9.1	30.6	32.2	21.5
Reduced threat to/from at-risk youth	122	3.5	10.7	9.8	23.8	32.0	23.8
Stronger family ties	120	3.4	10.8	10.0	25.8	31.7	21.7
Local economic growth	121	3.3	9.1	12.4	30.6	31.4	16.5
Improved understanding and tolerance of others	123	3.3	6.5	10.6	39.0	32.5	11.4
More opportunities for recreation	123	3.3	12.2	9.8	30.9	32.5	14.6
Greater economic diversity	123	3.2	11.4	12.2	33.3	28.5	14.6
Increased work productivity	120	2.9	16.7	20.0	32.5	20.8	10.0

\*Importance: 1=Not at all important  
 2=Slightly important  
 3=Moderately important  
 4=Very important  
 5=Extremely important

## Zone 4 - Visitors

**Table 56. Trip characteristics, Zone 4 – Visitors**

Question 1 (Front-end sheet) Is this your first trip to the LCA Byway? (n=44)

First trip?	Frequency	Valid Percent
No	28	63.6
Yes	16	36.4
No response	0	

**Table 57. Other visits, Zone 4 – Visitors**

Question 1b (Front-end sheet) If no, how many times have you visited the LCA Byway during the last 12 months (including this visit)? (n=26)

Number of times visited in the last 12 months	Frequency	Valid Percent
0	10	38.5
1	9	34.6
2	2	7.7
3	2	7.7
4	1	3.8
10	1	3.8
20	1	3.8
No response	18	

**Table 58. Group types, Zone 4 – Visitors**

Question 2 (Front-end sheet) What type of group are you traveling with? (n=44)

Group type	Frequency	Valid Percent
Family	22	50.0
A couple	11	25.0
Friends	5	11.4
Both family and friends	3	6.8
Alone	2	4.5
An organized group	1	2.3
No response	0	

**Table 59. Ethnicity, Zone 4 – Visitors**

Question 3 (Front-end sheet) Which letter best represents your race or ethnic group? (n=44)

Ethnic group	Frequency	Valid Percent
White	37	84.1
Hispanic	6	13.6
Other	1	2.3
American Indian/Alaska Native	0	0.0
Asian/Pacific Islander	0	0.0
No response	0	

**Table 60. State of origin, Zone 4 – Visitors**

From the bottom of the Front-end sheet (n=44) (Only states represented 2 or more times are included)

State	Frequency	Valid Percent*
Colorado	22	50.0
California	3	6.8
Arizona	2	4.5
Arkansas	2	4.5
Kansas	2	4.5
Nebraska	2	4.5
Texas	2	4.5
No response	0	

\*Does not equal 100% due to all cases not being represented

**Table 61. Trip type, Zone 4 – Visitors**

Survey Question 1. What type of trip were you on? (check one) (n=44)

Trip type	Frequency	Valid Percent
Vacation with LCA Scenic Byway as part of a larger trip	21	47.7
Day outing to a destination on the LCA Scenic Byway	10	22.7
A weekend trip with the LCA Scenic Byway as part of a larger trip	5	11.4
Vacation with LCA Scenic Byway as a major destination	4	9.1
A weekend trip to a destination on the LCA Scenic Byway	2	4.5
Day outing to a destination other than the LCA Scenic Byway	2	4.5
No response	0	

**Table 62. Accommodations, Zone 4 – Visitors**

Survey Question 2. What type of accommodations did you use along the Byway? (check all that apply)  
(n=44)

Type of accommodation	Frequency	Valid Percent*
Hotel/motel	10	22.7
Bed and breakfast	6	13.6
Private home	5	11.4
Public campground	3	6.8
Other types of accommodations	2	4.6
Private campground	0	0.0
Guest ranch	0	0.0
I didn't stay overnight in the area	19	43.2
No response	0	

\*Total more than 100 percent due to multiple responses.

**Table 63. Information sources, Zone 4 – Visitors**

Survey Question 3. Which of the following information sources did you use for this trip? (check all that apply) (n=44)

Information source	Frequency	Valid Percent*
Friends, relatives	24	54.5
Past experience	18	40.9
Maps of the area	17	38.6
Local visitor center/Chamber of Commerce	9	20.5
Travel books/guides	8	18.2
Travel club	6	13.6
Internet	5	11.4
Newspaper travel section	4	9.1
Other information sources used for this trip	4	9.1
Public land agency	3	6.8
State welcome center	1	2.3
Outdoor magazines	1	2.3
Travel magazines	1	2.3
Travel agent	0	0.0
Local businesses	0	0.0

\*Totals more than 100 percent due to multiple responses.

**Table 64. Employment, Zone 4 – Visitors**

Survey Question 16. Which of the following describes your present situation? (check all that apply) (n=42)

Employment situation	Frequency	Valid Percent* (by decreasing order)
Employed	29	65.9
Retired	13	29.5
Homemaker	2	4.5
Student	0	0.0
Unemployed	0	0.0
Other job	0	0.0

\*Total percents are greater than one hundred due to multiple responses

**Table 65. Present occupation, Zone 4 – Visitors**

Survey Question 16. Please list your present or most recent occupation (n=23)

Occupation*	Frequency	Valid Percent (by decreasing order)
Education, training and library	12	52.2
Community and Social Service	2	8.7
Art, design, entertainment, sports and media	1	4.3
Healthcare practitioners and technical	1	4.3
Office and administrative support	1	4.3
Farming, fishing and forestry	1	4.3
Construction and extraction	1	4.3
Installation, repair and maintenance	1	4.3
Healthcare support	1	4.3
No response	21	

\*Occupational categories are taken from the U.S. Census Bureau

**Table 66. Family situation, Zone 4 – Visitors**

Survey Question 17. Which of the following describes your present situation? (check one) (n=40)

Family situation	Frequency	Valid Percent (by decreasing order)
Married with children	27	67.5
Married, no children	7	17.5
Single, no children	4	10.0
Single parent with children	2	5.0
Other	0	0.0
No response	4	

**Table 67. Gender, Zone 4 – Visitors**

Survey Question 18. What is your gender? (check one) (n=44)

Gender	Frequency	Valid Percent
Female	24	54.5
Male	20	45.5
No response	0	

**Table 68. Age, Zone 4 – Visitors**

Survey Question 19. In what year were you born? Converted to years of age:

n	Mean (years)	s.d.	Minimum (years)	Maximum (years)
43	53.3	12.6	23.0	74.0

**Table 69. Education level, Zone 4 – Visitors**

Survey Question 20. What is the highest level of education you have completed? (check one) (n=44)

Education level	Frequency	Valid Percent
Some college	12	27.3
Graduate degree	10	22.7
High school graduate or GED	9	20.5
College graduate	8	18.2
Some graduate school	4	9.1
Some high school	1	2.3
Eighth grade or less	0	0.0
No response	0	

**Table 70. Income level, Zone 4 – Visitors**

Survey Question 21. What was your approximate total household income, before taxes, in 1997? (n=39)

Income level	Frequency	Valid Percent
\$40,000 to \$59,000	14	35.9
\$60,000 to \$79,000	8	20.5
\$20,000 to \$39,000	7	17.9
Less than 20,000	4	10.3
\$80,000 to \$99,000	3	7.7
\$100,000 or more	3	7.7
No response	5	

**Table 71. Population size, Zone 4 – Visitors**

Survey Question 22. Which population size best describes the town or rural area in which you live? (check one) (n=43)

Population size	Frequency	Valid Percent
More than 250,000 people	13	30.2
More than 1,000 people but less than 10,000 people	9	20.9
Less than 1,000 people	6	14.0
More than 10,000 but less than 50,000 people	6	14.0
More than 100,000 people but less than 250,000 people	6	14.0
More than 50,000 but less than 100,000 people	3	7.0
No response	1	

**Table 72. Awareness of the Byway, Zone 4 – Visitors**

Survey Question 23. Were you aware that you were on a Scenic Byway? (n=44)

Aware	Frequency	Valid Percent
No	24	54.5
Yes	20	45.5
No response	0	

**Table 73. Influence impression of the area, Zone 4 – Visitors**

Survey Question 24. Does knowing this is a scenic byway influence your impression of the area? (n=40)

Influence impression	Frequency	Valid Percent
Yes	23	57.5
No	17	42.5
No response	4	

**Table 74. Activities, Zone 4 – Visitors**

Survey Question 9. Please check all the activities that you participated in while you were in the location you just identified as most enjoyable (in question #8). Check all that apply. (n=44)

Activity	Freq	Percentage of participants engaging in each activity*
General sightseeing	39	88.6
Visiting churches	23	52.3
Seeing historic places	21	47.7
Photography	20	45.5
Talking to people/residents	18	40.9
Dining	9	20.5
Museums	8	18.2
Shopping	8	18.2
Attending family gatherings	7	15.9
Viewing wildlife	7	15.9
Hiking	5	11.4
Camping	1	2.3
Fishing	1	2.3
Bird watching	1	2.3
Rock climbing	1	2.3
Biking	1	2.3
Partying	1	2.3
Canoeing	0	0.0
Horseback riding	0	0.0
Fourwheel driving	0	0.0
Backpacking	0	0.0
Motorcycling	0	0.0
Snowshoeing	0	0.0
Driving cattle	0	0.0
Snowmobiling	0	0.0
Skiing	0	0.0
Kayaking	0	0.0
Hunting	0	0.0
Boating	0	0.0
Drawing	0	0.0
Rafting	0	0.0
Snowplay	0	0.0

\*Totals more than 100 percent due to multiple responses.

**Table 75. Experiences and benefits, Zone 4 - Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percent of participants by importance response category*						
			-3	-2	-1	0	1	2	3
Enjoy the natural scenery	35	2.3	2.9	2.9	0.0	5.7	2.9	14.3	71.4
Spend time with my family and/or friends	32	2.3	0.0	2.8	0.0	13.9	2.8	8.3	72.2
Be with people who enjoy the same things I do	37	2.2	2.7	2.7	0.0	8.1	10.8	8.1	67.6
Nurture my spiritual values	36	2.0	2.8	2.8	0.0	11.1	13.9	11.1	58.3
Be in a positive mood	37	2.0	2.7	2.7	0.0	16.2	5.4	16.2	56.8
Increase my spirituality	36	1.9	0.0	5.6	0.0	16.7	11.1	8.3	58.3
Rest mentally	36	1.9	2.8	2.8	2.8	11.1	5.6	25.0	50.0
Strengthen family ties	36	1.9	0.0	2.8	0.0	25.0	5.6	11.1	55.6
Think about my personal values	36	1.9	0.0	2.8	0.0	19.4	13.9	13.9	50.0
Be more respectful of the property of locals	35	1.9	0.0	2.9	2.9	11.4	17.1	20.0	45.7
Get away from the usual demands of life	36	1.8	2.8	5.6	0.0	8.3	13.9	19.4	50.0
Improve my outlook on life	36	1.8	0.0	2.8	0.0	19.4	11.1	25.0	41.7
Experience quiet	36	1.7	5.6	2.8	0.0	5.6	16.7	27.8	41.7
Learn more about the cultural history of the area	36	1.7	5.6	0.0	0.0	8.3	16.7	33.3	36.1
Strengthen ties to my friends	35	1.7	2.9	2.9	0.0	20.0	11.4	11.4	51.4
Experience solitude	36	1.7	5.6	2.8	0.0	8.3	13.9	27.8	41.7
Strengthen my desire to protect the natural environment	36	1.7	2.8	2.8	2.8	11.1	22.2	13.9	44.4
Get away from crowds	36	1.7	5.6	2.8	0.0	19.4	2.8	22.2	47.2
Be more sensitive to local cultures	37	1.6	2.7	5.4	0.0	10.8	21.6	18.9	40.5
Feel more free	35	1.5	0.0	2.9	2.9	25.7	11.4	20.0	37.1
Experience a different culture	35	1.5	5.7	0.0	2.9	17.1	14.3	22.9	37.1
Improve my physical well-being	36	1.5	5.6	0.0	2.8	22.2	13.9	13.9	41.7
Learn more about nature	36	1.4	2.8	2.8	2.8	16.7	25.0	13.9	36.1
Feel more connected with nature	35	1.4	5.7	2.9	2.9	14.3	17.1	20.0	37.1
Reduce feelings of depression or anxiety	35	1.4	0.0	2.9	2.9	25.7	20.0	14.3	34.3
Better understand the human dependency on the land	36	1.3	0.0	5.6	2.8	25.0	19.4	16.7	30.6
Learn more about the natural history of the area	36	1.2	2.8	2.8	5.6	16.7	25.0	22.2	25.0
Experience a sense of adventure	36	1.2	0.0	5.6	0.0	27.8	22.2	19.4	25.0
Be in a wild area	35	1.0	8.6	0.0	5.7	28.6	11.4	20.0	25.7
Feel more self-confident	35	0.8	2.9	2.9	2.9	48.6	8.6	11.4	22.9
Improve my skills and abilities	35	0.7	5.7	0.0	8.6	40.0	11.4	17.1	17.1
Increase my creativity	35	0.7	2.9	2.9	8.6	37.1	20.0	11.4	17.1
Maintain pride in my race or cultural subgroup	35	0.2	17.1	0.0	2.9	48.6	5.7	5.7	20.0
Increase my work productivity	33	0.0	12.1	3.0	3.0	60.6	6.1	6.1	9.1

\*Importance: -3=Very unimportant  
 -2=Moderately unimportant  
 -1=Somewhat unimportant  
 0=Neither important nor unimportant

1=Somewhat important  
 2=Moderately important  
 3=Very important

**Table 76. Experiences and benefits, Zone 4 – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percent of participants by able to attain response category*			
			1	2	3	4
Enjoy the natural scenery	32	3.8	0.0	0.0	15.6	84.4
Spend time with my family and/or friends	32	3.6	3.1	9.4	9.4	78.1
Be in a positive mood	33	3.6	3.0	6.1	21.2	69.7
Rest mentally	31	3.5	3.2	6.5	25.8	64.5
Be with people who enjoy the same things I do	33	3.5	3.0	9.1	24.2	63.6
Get away from the usual demands of life	32	3.4	3.1	15.6	21.9	59.4
Nurture my spiritual values	33	3.3	3.0	21.2	15.2	60.6
Be more respectful of the property of locals	30	3.3	3.3	16.7	26.7	53.3
Experience quiet	34	3.3	2.9	11.8	38.2	47.1
Increase my spirituality	29	3.3	6.9	17.2	17.2	58.6
Learn more about the cultural history of the area	35	3.2	5.7	14.3	31.4	48.6
Strengthen family ties	31	3.2	16.1	9.7	12.9	61.3
Think about my personal values	32	3.2	6.3	15.6	31.3	46.9
Get away from crowds	33	3.1	6.1	15.2	36.4	42.4
Improve my outlook on life	33	3.1	9.1	15.2	30.3	45.5
Experience a different culture	34	3.1	8.8	11.8	38.2	41.2
Be more sensitive to local cultures	35	3.1	2.9	25.7	28.6	42.9
Reduce feelings of depression or anxiety	27	3.1	11.1	14.8	25.9	48.1
Strengthen ties to my friends	31	3.1	19.4	9.7	12.9	58.1
Experience solitude	33	3.1	6.1	21.2	30.3	42.4
Feel more free	31	3.1	9.7	12.9	38.7	38.7
Feel more connected with nature	33	3.0	6.1	21.2	39.4	33.3
Strengthen my desire to protect the natural environment	32	3.0	9.4	25.0	25.0	40.6
Improve my physical well-being	32	3.0	9.4	25.0	25.0	40.6
Learn more about the natural history of the area	33	2.9	3.0	30.3	36.4	30.3
Better understand the human dependency on the land	31	2.9	16.1	19.4	22.6	41.9
Experience a sense of adventure	32	2.8	12.5	25.0	28.1	34.4
Maintain pride in my race or cultural subgroup	24	2.7	33.3	4.2	16.7	45.8
Learn more about nature	32	2.7	25.0	18.8	21.9	34.4
Be in a wild area	32	2.5	21.9	25.0	31.3	21.9
Feel more self-confident	26	2.5	30.8	15.4	30.8	23.1
Increase my creativity	25	2.2	36.0	24.0	20.0	20.0
Improve my skills and abilities	22	2.2	45.5	13.6	18.2	22.7
Increase my work productivity	22	2.1	45.5	13.6	22.7	18.2

\*Able to attain: 1=Not at all able  
2=Somewhat able

3=Moderately able  
4=Totally able

**Table 77. Desired setting characteristics, Zone 4 – Visitors**

Survey Questions 12 and 13. Your ability to realize experiences and benefits is generally dependent on the SETTINGS where recreation occurs. If the place you wrote in as most enjoyable in Q#8 is in a natural landscape (zones 1, 3, or 6) please answer Q#12 and skip Q#13. However, if the place you circled is a community or cultural/historic site (zones 2, 4, 5, 7, or 8) please skip Q#12 and complete Q#13.

Q13a. For each of the following characteristics please indicate the condition that you believe would best help you achieve your desired experiences and benefits by circling the appropriate number (circle one response for each characteristic).

Desired setting characteristics	n	Mean	Percentage of participants by response category*				
			1	2	3	4	5
Preservation of traditional architecture	41	3.8	0.0	0.0	43.9	29.3	26.8
Visitor programs and interpretation	41	3.6	0.0	0.0	51.2	36.6	12.2
Cultural events	39	3.5	0.0	0.0	53.8	38.5	7.7
Guest services (hotels, restaurants, etc.)	41	3.5	0.0	2.4	53.7	34.1	9.8
Marketing and visitor outreach	41	3.5	0.0	0.0	58.5	34.1	7.3
Shopping opportunities	41	3.3	2.4	4.9	53.7	34.1	4.9
Small town atmosphere	40	3.3	0.0	0.0	80.0	10.0	10.0
Number of other visitors	41	3.1	0.0	2.4	82.9	14.6	0.0
Volume of traffic	41	2.8	7.3	9.8	78.0	2.4	2.4

\*Amount of change:  
 1=A lot less  
 2=A little less  
 3=Leave as is  
 4=A little more  
 5=A lot more

**Table 78. Services and facilities, Zone 4 Visitors**

Survey Question 14. The recreation and tourism providers along the Byway need to know what types of services and facilities you would like to see provided there. Thinking about the place that was most enjoyable to you, look back at the map on pg. 2 and find the zone that includes that place. For that zone, please tell us: 1) how important each of the following services and facilities would be in contributing to your enjoyment and 2) how available you found each to be within that zone (circle the appropriate responses for each item).

Services and facilities	n	Mean	Percentage of participants by importance response category*						
			-3	-2	-1	0	1	2	3
Public restrooms	34	2.1	2.9	0.0	0.0	5.9	14.7	20.6	55.9
Roadside signs	37	2.1	0.0	0.0	2.7	13.5	10.8	18.9	54.1
Historic sites	36	2.0	2.8	2.8	0.0	5.6	5.6	44.4	38.9
Self guided tours	33	1.8	0.0	3.0	0.0	6.1	30.3	21.2	39.4
Cultural centers	36	1.8	0.0	0.0	0.0	13.9	19.4	38.9	27.8
Restaurants	37	1.7	2.7	2.7	2.7	8.1	10.8	40.5	32.4
Brochures and maps	37	1.7	2.7	2.7	0.0	10.8	16.2	32.4	35.1
Museums	36	1.6	2.8	0.0	2.8	11.1	22.2	30.6	30.6
Visitor centers	36	1.6	2.8	2.8	0.0	8.3	22.2	36.1	27.8
Display at visitor center or museum	34	1.6	2.9	2.9	0.0	11.8	20.6	29.4	32.4
Tour of the mission churches	36	1.6	2.8	0.0	2.8	19.4	16.7	19.4	38.9
Tours and cultural sites	37	1.6	2.7	2.7	0.0	18.9	8.1	40.5	27.0
Interpretive exhibits	36	1.5	0.0	2.8	0.0	22.2	22.2	25.0	27.8
Written materials to take with you	35	1.5	0.0	0.0	2.9	17.1	31.4	25.7	22.9
Guided tour or nature walk	35	1.4	0.0	2.9	5.7	25.7	17.1	11.4	37.1
From locals you meet	34	1.3	2.9	0.0	0.0	23.5	26.5	26.5	20.6
Festivals/fairs/events	36	1.3	5.6	0.0	0.0	27.8	16.7	22.2	27.8
Books or guides you could purchase	33	1.2	3.0	3.0	0.0	24.2	24.2	21.2	24.2
Lecture at visitor center or museum	33	1.0	3.0	0.0	3.0	36.4	21.2	15.2	21.2
Tour of the artisan studios	33	0.9	3.0	0.0	3.0	45.5	9.1	21.2	18.2
Chambers of commerce	33	0.9	3.0	3.0	3.0	30.3	24.2	24.2	12.1
Grocery stores	35	0.8	5.7	2.9	2.9	31.4	22.9	22.9	11.4
Video programs	33	0.8	3.0	3.0	3.0	36.4	24.2	21.2	9.1
Audio programs	32	0.7	3.1	0.0	3.1	43.8	25.0	15.6	9.4
Bed and breakfasts	35	0.6	5.7	5.7	2.9	40.0	17.1	8.6	20.0
Hotels/motels	35	0.6	5.7	11.4	2.9	28.6	20.0	14.3	17.1
Retail stores	34	0.6	5.9	2.9	5.9	32.4	26.5	20.6	5.9
Souvenir shops	35	0.5	5.7	2.9	2.9	37.1	31.4	14.3	5.7
Tent campgrounds	33	0.3	6.1	9.1	0.0	54.5	6.1	9.1	15.2
RV Parks	35	-0.1	17.1	8.6	2.9	42.9	8.6	5.7	14.3
Fast food restaurants	36	-0.1	13.9	2.8	8.3	41.7	11.1	13.9	8.3
Resorts	34	-0.2	11.4	5.9	8.8	50.0	2.9	11.8	5.9
Outfitters and guides	34	-0.3	14.7	5.9	8.8	50.0	8.8	5.9	5.9
Condominiums	33	-0.7	24.2	12.1	3.0	42.4	9.1	6.1	3.0
Bars/taverns	34	-1.0	32.4	8.8	5.9	41.2	2.9	5.9	2.9

\*Importance: -3=Very unimportant  
 -2=Moderately unimportant  
 -1=Somewhat unimportant  
 0=Neither important nor unimportant

1=Somewhat important  
 2=Moderately important  
 3=Very important

**Table 79. Services and facilities, Zone 4 – Visitors**

Survey Question 14. The recreation and tourism providers along the Byway need to know what types of services and facilities you would like to see provided there. Thinking about the place that was most enjoyable to you, look back at the map on pg. 2 and find the zone that includes that place. For that zone, please tell us: 1) how important each of the following services and facilities would be in contributing to your enjoyment and 2) how available you found each to be within that zone (circle the appropriate responses for each item).

Services and facilities	n	Mean	Percentage of participants by availability response category*			
			1	2	3	4
Restaurants	28	2.9	7.1	28.6	35.7	28.6
Historic sites	28	2.8	3.6	35.7	35.7	25.0
Self guided tours	27	2.8	7.4	33.3	29.6	29.6
Roadside signs	28	2.6	7.1	39.3	35.7	17.9
Museums	26	2.6	3.8	42.3	46.2	7.7
Brochures and maps	29	2.5	13.8	37.9	27.6	20.7
Public restrooms	28	2.5	21.4	25.0	35.7	17.9
Tours and cultural sites	26	2.5	11.5	34.6	46.2	7.7
Cultural centers	27	2.5	7.4	44.4	40.7	7.4
Visitor centers	29	2.5	13.8	41.4	27.6	17.2
From locals you meet	27	2.5	29.6	14.8	33.3	22.2
Grocery stores	22	2.5	9.1	45.5	36.4	9.1
Bars/taverns	16	2.4	12.5	37.5	43.8	6.3
Interpretive exhibits	28	2.4	21.4	35.7	21.4	21.4
Chambers of Commerce	24	2.4	29.2	20.8	33.3	16.7
Retail stores	21	2.4	14.3	42.9	33.3	9.5
Books or guides you could purchase	25	2.4	12.0	52.0	24.0	12.0
Souvenir shops	26	2.3	15.4	50.0	19.2	15.4
Bed and breakfasts/inns	21	2.3	19.0	38.1	38.1	4.8
Written materials to take with you	29	2.2	20.7	48.3	17.2	13.8
Display at visitor center or museum	28	2.2	25.0	42.9	17.9	14.3
Festivals/fairs/events	25	2.2	24.0	36.0	36.0	4.0
Hotels/motels	22	2.1	31.8	31.8	27.3	9.1
Fast food restaurants	21	2.1	42.9	9.5	38.1	9.5
Tour of the mission churches	27	2.1	37.0	37.0	7.4	18.5
Tent campgrounds	16	2.1	31.3	31.3	37.5	0.0
Resorts	16	2.1	37.5	18.8	43.8	0.0
RV parks	17	2.0	35.3	35.3	23.5	5.9
Outfitters and guides	16	2.0	37.5	25.0	37.5	0.0
Video programs	22	1.9	40.9	36.4	13.6	9.1
Guided tour or nature walk	29	1.9	51.7	24.1	6.9	17.2
Tour of artisan studios	23	1.8	47.8	30.4	17.4	4.3
Lecture at visitor center or museum	25	1.7	52.0	28.0	16.0	4.0
Audio programs	22	1.7	50.0	31.8	18.2	0.0
Condominiums	15	1.6	60.0	20.0	20.0	0.0

\*Availability: 1=Not at all available  
 2=Somewhat available  
 3=Moderately available  
 4=Totally available

**Table 55. Benefits to others, Zone 1 – Visitors**

Survey Question 15. Byway recreation and tourism providers are also interested in the benefits that this zone provides to others. In your opinion, how important is it to manage this zone so that it provides each of the benefits listed (circle the appropriate level of importance).

Benefits to local communities and the environment	n	Mean	Percentage of participants by importance response category*				
			1	2	3	4	5
Reduce looting and vandalism of cultural, historic, and religious sites	124	4.4	0.8	2.4	9.7	25.0	62.1
Improved relationship with the natural world	123	4.2	2.4	1.6	20.3	28.5	47.2
Preservation of cultural heritage	124	3.8	5.6	6.5	21.0	38.7	28.2
Retention of a distinct cultural atmosphere	122	3.5	6.6	11.5	23.8	36.9	21.3
Increased quality of life	121	3.5	6.6	9.1	30.6	32.2	21.5
Reduced threat to/from at-risk youth	122	3.5	10.7	9.8	23.8	32.0	23.8
Stronger family ties	120	3.4	10.8	10.0	25.8	31.7	21.7
Local economic growth	121	3.3	9.1	12.4	30.6	31.4	16.5
Improved understanding and tolerance of others	123	3.3	6.5	10.6	39.0	32.5	11.4
More opportunities for recreation	123	3.3	12.2	9.8	30.9	32.5	14.6
Greater economic diversity	123	3.2	11.4	12.2	33.3	28.5	14.6
Increased work productivity	120	2.9	16.7	20.0	32.5	20.8	10.0

\*Importance: 1=Not at all important  
 2=Slightly important  
 3=Moderately important  
 4=Very important  
 5=Extremely important

## Zone 5 - Visitors

**Table 81. Trip characteristics, Zone 5 – Visitors**

Question 1 (Front-end sheet) Is this your first trip to the LCA Byway? (n=44)

First trip?	Frequency	Valid Percent
No	29	65.9
Yes	15	34.1
No response	0	0.0

**Table 82. Other visits, Zone 5 – Visitors**

Question 1b. (Front-end sheet) If no, how many times have you visited the LCA Byway during the last 12 months (including this visit)? (n=29)

Number of times visited in the last 12 months	Frequency	Valid Percent
0	10	34.5
1	8	27.6
2	5	17.2
3	2	6.9
6	2	6.9
10	1	3.4
12	1	3.4
No response	15	

**Table 83. Group types, Zone 5 – Visitors**

Question 2 (Front-end sheet) What type of group are you traveling with? (n=44)

Group type	Frequency	Valid Percent
Family	19	43.2
A couple	16	36.4
Alone	6	13.6
Friends	1	2.3
Both family and friends	1	2.3
An organized group	1	2.3
No response	0	

**Table 84. Ethnicity, Zone 5 – Visitors**

Question 3 (Front-end sheet) Which letter best represents your race or ethnic group? (n=44)

Ethnic group	Frequency	Valid Percent
White	38	86.4
Hispanic	4	9.1
American Indian/Alaska Native	1	2.3
Other	1	2.3
Asian/Pacific Islander	0	0.0
No response	0	

**Table 85. State of origin, Zone 5 – Visitors**

From the bottom of the Front-end sheet (n=44) (Only states represented 2 or more times are included)

State	Frequency	Valid Percent*
Colorado	18	40.9
Texas	7	15.9
Illinois	2	4.5
Kansas	2	4.5
New Mexico	2	4.5
No response	0	

\*Does not equal 100% due to all cases not being represented

**Table 86. Trip type, Zone 5 – Visitors**

Survey Question 1. What type of trip were you on? (check one) (n=42)

Trip type	Frequency	Valid Percent
Vacation with LCA Scenic Byway as part of a larger trip	27	64.3
Day outing to a destination other than the LCA Scenic Byway	8	19.0
A weekend trip with the LCA Scenic Byway part of a larger trip	3	7.1
Day outing to a destination on the LCA Scenic Byway	2	4.8
Vacation with LCA Scenic Byway as a major destination	1	2.4
A weekend trip to a destination on the LCA Scenic Byway	1	2.4
No response	2	

**Table 87. Accommodations, Zone 5 – Visitors**

Survey Question 2. What type of accommodations did you use along the Byway? (check all that apply) (n=44)

Type of accommodation	Frequency	Valid Percent*
Hotel/motel	7	15.9
Public campground	6	13.6
Bed and Breakfast	3	6.8
Private home	2	4.5
Private campground	2	4.5
Other types of accommodations	1	2.3
Guest ranch	0	0.0
I didn't stay overnight in the area	26	59.1

\*Totals more than 100 percent due to multiple responses.

**Table 88. Information sources, Zone 5 – Visitors**

Survey Question 3. Which of the following information sources did you use for this trip? (check all that apply) (n=44)

Information source	Frequency	Valid Percent*
Maps of the area	28	63.6
Past experience	18	40.9
State welcome center	10	22.7
Local visitor center/Chamber of Commerce	10	22.7
Travel books/guides	9	20.5
Friends, relatives	7	15.9
Internet	7	15.9
Travel club	5	11.4
Travel agent	1	2.3
Local businesses	1	2.3
Travel magazines	1	2.3
Public land agency	0	0.0
Newspaper travel section	0	0.0
Outdoor magazines	0	0.0
Other information sources used for this trip	0	0.0

\*Totals more than 100 percent due to multiple responses.

**Table 89. Employment, Zone 5 – Visitors**

Survey Question 16. Which of the following describes your present situation? (check all that apply) (n=44)

Employment situation	Frequency	Valid Percent*
Employed	24	54.5
Retired	12	27.3
Homemaker	3	6.8
Unemployed	1	2.3
Student	0	0.0
Other job	0	0.0

\*Totals more than 100 percent due to multiple responses.

**Table 90. Present occupation, Zone 5 – Visitors**

Survey Question 16. Please list your present or most recent occupation (n=22)

Occupation*	Frequency	Valid Percent
Education, training and library	8	36.4
Construction and extraction	3	13.6
Community and social service	2	9.1
Farming, fishing and forestry	2	9.1
Installation, repair and maintenance	3	9.1
Management	1	4.5
Business and financial operations	1	4.5
Life, physical and social science	1	4.5
Art, design, entertainment, sports and media	1	4.5
Healthcare practitioners and technical	1	4.5
No response	22	

\*Occupational categories are taken from the U.S. Census Bureau

**Table 91. Family situation, Zone 5 – Visitors**

Survey Question 17. Which of the following describes your present situation? (check one) (n=39)

Family situation	Frequency	Valid Percent
Married with children	24	61.5
Single, no children	6	15.4
Married, no children	6	15.4
Single parent with children	3	7.7
Other	0	0.0
No response	5	

**Table 92. Gender, Zone 5 – Visitors**

Survey Question 18. What is your gender? (check one) (n=44)

Gender	Frequency	Valid Percent
Male	23	56.1
Female	18	43.9
No response	0	

**Table 93. Age, Zone 5 – Visitors**

Survey Question 19. In what year were you born? Converted to years of age:

n	Mean (years)	s.d.	Minimum (years)	Maximum (years)
41	53.1	12.0	30.0	74.0

**Table 94. Education level, Zone 5 – Visitors**

Survey Question 20. What is the highest level of education you have completed? (check one) (n=41)

Education level	Frequency	Valid Percent
Graduate degree	15	36.6
High school graduate or GED	8	19.5
Some college	7	17.1
Some graduate school	5	12.2
College graduate	4	9.8
Some high school	2	4.9
Eighth grade or less	0	0.0
No response	3	

**Table 95. Income level, Zone 5 – Visitors**

Survey Question 21. What was your approximate total household income, before taxes, in 1997? (n=36)

Income level	Frequency	Valid Percent
\$60,000 to \$79,000	8	22.2
\$20,000 to \$39,000	8	22.2
\$100,000 or more	7	19.4
\$40,000 to \$59,000	6	16.7
Less than 20,000	5	13.9
\$80,000 to \$99,000	2	5.6
No response	8	

**Table 96. Population size, Zone 5 – Visitors**

Survey Question 22. Which population size best describes the town or rural area in which you live? (check one) (n=41)

Population size	Frequency	Valid Percent
More than 250,000 people	10	24.4
More than 100,000 people but less than 250,000 people	10	24.4
More than 1,000 people but less than 10,000 people	8	19.5
More than 10,000 but less than 50,000 people	7	17.1
Less than 1,000 people	3	7.3
More than 50,000 but less than 100,000 people	3	7.3
No response	3	

**Table 97. Awareness of the Byway, Zone 5 – Visitors**

Survey Question 23. Were you aware that you were on a Scenic Byway? (n=41)

Aware	Frequency	Valid Percent
No	26	63.4
Yes	15	36.6
No response	3	

**Table 98. Influence impression of the area, Zone 5 – Visitors**

Survey Question 24. Does knowing this is a scenic byway influence your impression of the area? (n=31)

Influence impression	Frequency	Valid Percent
No	16	51.6
Yes	15	48.4
No response	13	

**Table 99. Activities, Zone 5 – Visitors**

Survey Question 9. Please check all the activities that you participated in while you were in the location you just identified as most enjoyable (in question #8). Check all that apply. (n=44)

Activity	Freq	Percentage of participants engaging in each activity*
Museums	35	79.5
Seeing historic places	25	56.8
General sightseeing	23	52.3
Talking to people/residents	16	36.4
Shopping	10	22.7
Dining	10	22.7
Photography	7	15.9
Viewing wildlife	5	11.4
Hiking	5	11.4
Camping	4	9.1
Attending family gatherings	2	4.5
Fishing	2	4.5
Visiting churches	2	4.5
Fourwheel driving	1	2.3
Motorcycling	1	2.3
Bird watching	1	2.3
Drawing	1	2.3
Partying	1	2.3
Canoeing	0	0.0
Horseback riding	0	0.0
Backpacking	0	0.0
Snowshoeing	0	0.0
Driving cattle	0	0.0
Rock climbing	0	0.0
Snowmobiling	0	0.0
Skiing	0	0.0
Biking	0	0.0
Kayaking	0	0.0
Hunting	0	0.0
Boating	0	0.0
Rafting	0	0.0
Snowplay	0	0.0

\*Totals more than 100 percent due to multiple responses.

**Table 100. Experiences and benefits, Zone 5 – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of participants by importance response category*						
			-3	-2	-1	0	1	2	3
Enjoy the natural scenery	28	2.6	0.0	0.0	0.0	3.6	3.6	21.4	71.4
Spend time with my family and/or friends	29	2.3	3.4	0.0	0.0	6.9	0.0	27.6	62.1
Learn more about the cultural history of the area	32	2.2	3.1	0.0	0.0	3.1	9.4	34.4	50.0
Be in a positive mood	26	2.0	0.0	0.0	0.0	15.4	15.4	26.9	42.3
Be with people who enjoy the same things I do	28	1.9	0.0	7.1	0.0	7.1	14.3	21.4	50.0
Learn more about the natural history of the area	30	1.9	3.3	0.0	0.0	10.0	6.7	43.3	36.7
Experience quiet	27	1.8	0.0	0.0	0.0	18.5	14.8	33.3	33.3
Rest mentally	28	1.8	0.0	3.6	3.6	10.7	10.7	32.1	39.3
Get away from the usual demands of life	28	1.8	0.0	3.6	0.0	14.3	10.7	35.7	35.7
Experience a sense of adventure	27	1.7	0.0	0.0	3.7	18.5	11.1	40.7	25.9
Learn more about nature	26	1.6	0.0	0.0	0.0	26.9	15.4	26.9	30.8
Strengthen family ties	26	1.6	3.8	3.8	0.0	23.1	3.8	19.2	46.2
Be more respectful of the property of locals	27	1.6	0.0	0.0	0.0	29.6	14.8	25.9	29.6
Be more sensitive to local cultures	24	1.5	0.0	0.0	0.0	25.0	20.8	29.2	25.0
Get away from crowds	27	1.5	3.7	0.0	7.4	18.5	11.1	18.5	40.7
Feel more free	26	1.5	0.0	0.0	0.0	30.8	23.1	15.4	30.8
Strengthen my desire to protect the natural environment	26	1.4	3.8	0.0	3.8	15.4	23.1	26.9	26.9
Be in a wild area	27	1.4	3.7	0.0	0.0	29.6	14.8	22.2	29.6
Reduce feelings of depression or anxiety	26	1.3	3.8	0.0	0.0	30.8	19.2	11.5	34.6
Experience solitude	27	1.3	0.0	3.7	0.0	33.3	7.4	33.3	22.2
Better understand the human dependency on the land	27	1.3	3.7	0.0	0.0	29.6	14.8	25.9	25.9
Nurture my spiritual values	25	1.2	4.0	0.0	0.0	32.0	16.0	24.0	24.0
Improve my physical well-being	28	1.2	0.0	3.6	3.6	28.6	17.9	25.0	21.4
Think about my personal values	25	1.2	4.0	0.0	4.0	28.0	20.0	16.0	28.0
Improve my outlook on life	25	1.2	0.0	4.0	0.0	32.0	16.0	32.0	16.0
Feel more connected with nature	26	1.2	3.8	3.8	3.8	26.9	11.5	19.2	30.8
Experience a different culture	25	1.2	0.0	4.0	0.0	32.0	24.0	20.0	20.0
Strengthen ties to my friends	25	1.2	0.0	0.0	0.0	48.0	8.0	24.0	20.0
Increase my spirituality	23	1.1	0.0	0.0	8.7	34.8	13.0	26.1	17.4
Feel more self-confident	25	1.0	4.0	0.0	4.0	36.0	8.0	36.0	12.0
Increase my creativity	25	0.8	0.0	0.0	0.0	60.0	12.0	16.0	12.0
Maintain pride in my race or cultural subgroup	27	0.6	7.4	0.0	3.7	37.0	25.9	14.8	11.1
Improve my skills and abilities	24	0.5	0.0	0.0	4.2	62.5	12.5	16.7	4.2
Increase my work productivity	24	-0.17	16.7	4.2	4.2	41.7	25.0	4.2	4.2

\*Importance: -3=Very unimportant  
 -2=Moderately unimportant  
 -1=Somewhat unimportant  
 0=Neither important nor unimportant

1=Somewhat important  
 2=Moderately important  
 3=Very important

**Table 101. Experiences and benefits, Zone 5 – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of participants by able to attain response category*			
			1	2	3	4
Enjoy the natural scenery	26	3.4	7.7	11.5	15.4	65.4
Spend time with my family and/or friends	26	3.3	11.5	0.0	30.8	57.7
Learn more about the cultural history of the area	29	3.2	0.0	24.1	27.6	48.3
Experience quiet	24	3.2	4.2	16.7	37.5	41.7
Rest mentally	25	3.1	0.0	20.0	48.0	32.0
Be in a positive mood	22	3.1	9.1	18.2	27.3	45.5
Strengthen family ties	22	3.0	18.2	13.6	13.6	54.5
Be with people who enjoy the same things I do	26	3.0	7.7	11.5	50.0	30.8
Learn more about the natural history of the area	27	3.0	3.7	25.9	40.7	29.6
Get away from crowds	23	3.0	0.0	30.4	43.5	26.1
Reduce feelings of depression or anxiety	20	2.9	15.0	15.0	30.0	40.0
Get away from the usual demands of life	24	2.9	8.3	20.8	41.7	29.2
Feel more free	21	2.9	9.6	19.0	42.9	28.6
Be more respectful of the property of locals	22	2.9	9.1	27.3	31.8	31.8
Experience solitude	21	2.9	14.3	19.0	33.3	33.3
Feel more connected with nature	21	2.9	9.5	28.6	28.6	33.3
Experience a sense of adventure	23	2.8	8.7	21.7	47.8	21.7
Better understand the human dependency on the land	22	2.8	13.6	22.7	36.4	27.3
Think about my personal values	20	2.7	15.0	15.0	50.0	20.0
Strengthen ties to my friends	18	2.7	22.2	16.7	27.8	33.3
Be in a wild area	21	2.7	19.0	14.3	42.9	23.8
Be more sensitive to local cultures	19	2.7	10.5	31.6	36.8	21.1
Nurture my spiritual values	19	2.7	21.1	15.8	36.8	26.3
Strengthen my desire to protect the natural environment	23	2.6	8.7	39.1	34.8	17.4
Improve my outlook on life	20	2.6	15.0	25.0	45.0	15.0
Maintain pride in my race or cultural subgroup	19	2.6	21.1	26.3	26.3	26.3
Increase my spirituality	18	2.6	22.2	16.7	44.4	16.7
Improve my physical well-being	23	2.5	17.4	30.4	34.8	17.4
Experience a different culture	21	2.5	14.3	38.1	28.6	19.0
Learn more about nature	22	2.5	27.3	18.2	36.4	18.2
Feel more self-confident	18	2.4	22.2	27.8	33.3	16.7
Increase my creativity	18	2.3	22.2	33.3	33.3	11.1
Improve my skills and abilities	17	2.1	29.4	29.4	41.2	0.0
Increase my work productivity	18	2.1	44.4	22.2	16.7	16.7

\*Able to attain: 1=Not at all able  
2=Somewhat able

3=Moderately able  
4=Totally able

**Table 102. Desired setting characteristics, Zone 5 – Visitors**

Survey Questions 12 and 13. Your ability to realize experiences and benefits is generally dependent on the SETTINGS where recreation occurs. If the place you wrote in as most enjoyable in Q#8 is in a natural landscape (zones 1, 3, or 6) please answer Q#12 and skip Q#13. However, if the place you circled is a community or cultural/historic site (zones 2, 4, 5, 7, or 8) please skip Q#12 and complete Q#13.

Q13a. For each of the following characteristics please indicate the condition that you believe would best help you achieve your desired experiences and benefits by circling the appropriate number (circle one response for each characteristic).

Desired setting characteristics	n	Mean	Percentage of participants by response category*				
			1	2	3	4	5
Preservation of traditional architecture	34	3.8	0.0	0.0	41.2	35.3	23.5
Visitor programs and interpretation	32	3.7	0.0	0.0	40.6	53.1	6.3
Guest services (hotels, restaurants, etc.)	28	3.5	0.0	7.1	42.9	39.3	10.7
Cultural events	27	3.5	0.0	0.0	51.9	44.4	3.7
Marketing and visitor outreach	31	3.4	0.0	3.2	61.3	29.0	6.5
Small town atmosphere	30	3.2	0.0	0.0	83.3	13.3	3.3
Number of other visitors	28	3.1	3.6	0.0	75.0	21.4	0.0
Shopping opportunities	29	3.0	10.3	10.3	55.2	24.1	0.0
Volume of traffic	32	2.8	6.3	9.4	81.3	3.1	0.0

\*Amount of change:  
 1=A lot less  
 2=A little less  
 3=Leave as is  
 4=A little more  
 5=A lot more

**Table 103. Services and facilities, Zone 5 – Visitors**

Survey Question 14. The recreation and tourism providers along the Byway need to know what types of services and facilities you would like to see provided there. Thinking about the place that was most enjoyable to you, look back at the map on pg. 2 and find the zone that includes that place. For that zone, please tell us: 1) how important each of the following services and facilities would be in contributing to your enjoyment and 2) how available you found each to be within that zone (circle the appropriate responses for each item).

Services and facilities	n	Mean	Percentage of participants by importance response category*						
			-3	-2	-1	0	1	2	3
Historic sites	32	2.3	0.0	0.0	0.0	6.3	9.4	31.3	53.1
Chambers of Commerce	26	2.3	0.0	3.8	0.0	38.5	7.7	42.3	7.7
Museums	30	2.2	0.0	0.0	0.0	0.0	20.0	43.3	36.7
Public restrooms	29	2.1	0.0	0.0	0.0	10.3	17.2	24.1	48.3
Visitor centers	31	2.0	0.0	0.0	3.2	6.5	19.4	32.3	38.7
Display at visitor center or museum	31	2.0	0.0	0.0	0.0	9.7	16.1	41.9	32.3
Brochures and maps	27	2.0	0.0	3.7	0.0	0.0	22.2	40.7	33.3
Roadside signs	30	1.9	0.0	3.3	0.0	6.7	20.0	33.3	36.7
Interpretive exhibits	29	1.8	3.4	0.0	0.0	13.8	6.9	44.8	31.0
Written materials to take with you	32	1.7	3.1	0.0	3.1	9.4	18.8	28.1	37.5
Books or guides you could purchase	30	1.7	0.0	0.0	0.0	10.0	30.0	43.3	16.7
Self guided tours	31	1.6	0.0	3.2	0.0	19.4	6.5	48.4	22.6
Restaurants	32	1.4	6.3	0.0	3.1	9.4	28.1	25.0	28.1
Cultural centers	26	1.3	3.8	0.0	3.8	26.9	7.7	34.6	23.1
From locals you meet	26	1.2	0.0	0.0	0.0	34.6	19.2	34.6	11.5
Tours and cultural sites	24	1.2	4.2	4.2	0.0	25.0	8.3	41.7	16.7
Lecture at visitor center or museum	28	1.0	0.0	10.7	0.0	25.0	25.0	25.0	14.3
Guided tour or nature walk	27	1.0	0.0	0.0	7.4	37.0	11.1	40.7	3.7
Souvenir shops	29	0.9	6.9	3.4	0.0	20.7	34.5	20.7	13.8
Grocery stores	26	0.9	3.8	7.7	0.0	23.1	19.2	42.3	3.8
Tour of the mission churches	27	0.7	7.4	0.0	0.0	37.0	25.9	18.5	11.1
Audio programs	28	0.7	3.6	3.6	3.6	35.7	21.4	28.6	3.6
Festivals/fairs/events	24	0.7	4.2	0.0	4.2	50.0	8.3	25.0	8.3
Video programs	27	0.7	7.4	3.7	0.0	33.3	18.5	33.3	3.7
Tour of artisan studios	26	0.3	11.5	3.8	0.0	46.2	11.5	19.2	7.7
Tent campgrounds	26	0.3	7.7	11.5	3.8	42.3	7.7	11.5	15.4
Hotels/motels	27	0.1	11.1	11.1	3.7	33.3	14.8	18.5	7.4
RV parks	27	-0.03	14.8	7.4	7.4	40.7	7.4	11.1	11.1
Retail stores	26	-0.1	11.5	3.8	11.5	34.6	15.4	23.1	0.0
Fast food restaurants	23	-0.3	21.7	4.3	13.0	34.8	4.3	13.0	8.7
Bed and breakfasts/inns	27	-0.3	14.8	11.1	7.4	44.4	11.1	3.7	7.4
Outfitters and guides	25	-0.4	20.0	12.0	8.0	36.0	4.0	16.0	4.0
Resorts	25	-0.5	24.0	4.0	8.0	36.0	20.0	4.0	4.0
Condominiums	26	-0.9	19.2	15.4	7.7	50.0	3.8	3.8	0.0
Bars/taverns	27	-0.9	25.9	14.8	7.4	37.0	7.4	0.0	7.4

\*Importance: -3=Very unimportant  
 -2=Moderately unimportant  
 -1=Somewhat unimportant  
 0=Neither important nor unimportant

1=Somewhat important  
 2=Moderately important  
 3=Very important

**Table 104. Services and facilities, Zone 5 – Visitors**

Survey Question 14. The recreation and tourism providers along the Byway need to know what types of services and facilities you would like to see provided there. Thinking about the place that was most enjoyable to you, look back at the map on pg. 2 and find the zone that includes that place. For that zone, please tell us: 1) how important each of the following services and facilities would be in contributing to your enjoyment and 2) how available you found each to be within that zone (circle the appropriate responses for each item).

Services and facilities	n	Mean	Percentage of participants by availability response category*			
			1	2	3	4
Historic sites	27	3.3	0.0	18.5	37.0	44.4
Museums	24	3.2	0.0	12.5	50.0	37.5
Souvenir shops	21	3.2	0.0	14.3	52.4	33.3
Display at visitor center or museum	25	3.1	0.0	20.0	48.0	32.0
Books or guides you could purchase	22	3.1	9.1	4.5	54.5	31.8
Interpretive exhibits	22	3.0	4.5	22.7	36.4	36.4
Roadside signs	22	3.0	0.0	31.8	36.4	31.8
Self guided tours	19	2.9	10.5	15.8	42.1	31.6
Brochures and maps	20	2.9	5.0	30.0	40.0	25.0
Public restrooms	22	2.8	4.5	31.8	40.9	22.7
Tours and cultural sites	15	2.8	6.7	26.7	46.7	20.0
Written materials to take with you	24	2.8	4.2	33.3	41.7	20.8
From locals you meet	14	2.8	0.0	35.7	50.0	14.3
Visitor centers	24	2.7	16.7	20.8	37.5	25.0
Cultural centers	15	2.7	20.0	20.0	33.3	26.7
Bars/taverns	12	2.7	8.3	33.3	41.7	16.7
Grocery stores	15	2.6	6.7	40.0	40.0	13.3
Hotels/motels	15	2.6	6.7	46.7	26.7	20.0
Restaurants	22	2.6	13.6	31.8	36.4	18.2
Retail stores	15	2.3	13.3	40.0	46.7	0.0
Chambers of Commerce	15	2.3	26.7	26.7	40.0	6.7
Tent campgrounds	9	2.2	11.1	66.7	11.1	11.1
Video programs	15	2.1	33.3	40.0	6.7	20.0
Festivals/fairs/events	10	2.1	40.0	20.0	30.0	10.0
RV parks	12	2.1	25.0	50.0	16.7	8.3
Bed and breakfasts/inns	13	2.1	38.5	30.8	15.4	15.4
Tour of the mission churches	14	2.0	42.9	21.4	28.6	7.1
Fast food restaurants	11	2.0	27.3	54.5	9.1	9.1
Guided tour or nature walk	12	1.9	41.7	25.0	33.3	0.0
Lecture at visitor center or museum	19	1.9	42.1	36.8	10.5	10.5
Audio programs	17	1.9	35.3	41.2	23.5	0.0
Outfitters and guides	8	1.9	37.5	37.5	25.0	0.0
Condominiums	9	1.7	44.4	44.4	11.1	0.0
Tour of artisan studios	11	1.6	63.6	18.2	9.1	9.1
Resorts	11	1.6	54.5	27.3	18.2	0.0

\*Availability: 1=Not at all available  
2=Somewhat available  
3=Moderately available  
4=Totally available

**Table 105. Benefits to others, Zone 5 – Visitors**

Survey Question 15. Byway recreation and tourism providers are also interested in the benefits that this zone provides to others. In your opinion, how important is it to manage this zone so that it provides each of the benefits listed (circle the appropriate level of importance).

Benefits to local communities and the environment	n	Mean	Percentage of participants by importance response category*				
			1	2	3	4	5
Reduce looting and vandalism of cultural, historic, and religious sites	33	4.5	3.0	0.0	9.1	24.2	63.6
Improved relationship with the natural world	32	4.3	0.0	0.0	21.9	28.1	50.0
Preservation of cultural heritage	33	4.1	0.0	0.0	24.2	42.4	33.3
Retention of a distinct cultural atmosphere	33	3.7	3.0	18.2	15.2	36.4	27.3
Local economic growth	33	3.6	6.1	6.1	30.3	36.4	21.2
Improved understanding and tolerance of others	33	3.5	0.0	18.2	24.2	42.4	15.2
Increased quality of life	32	3.5	9.4	9.4	15.6	56.3	9.4
Greater economic diversity	32	3.5	12.5	6.3	21.9	40.6	18.8
Reduced threat to/from at-risk youth	33	3.4	9.1	12.1	24.2	36.4	18.2
Stronger family ties	32	3.3	9.4	12.5	25.0	40.6	12.5
More opportunities for recreation	32	3.2	6.3	25.0	18.8	40.6	9.4
Increased work productivity	30	2.9	16.7	20.0	26.7	26.7	10.0

\*Importance: 1=Not at all important  
 2=Slightly important  
 3=Moderately important  
 4=Very important  
 5=Extremely important

## Zone 6 - Visitors

**Table 106. Trip characteristics, Zone 6 – Visitors**

Question 1 (Front-end sheet) Is this your first trip to the LCA Byway? (n=230)

First trip?	Frequency	Valid Percent
No	129	56.1
Yes	101	43.9
No response	0	

**Table 107. Other visits, Zone 6 – Visitors**

Question 1b. (Front-end sheet) If no, how many times have you visited the LCA Byway during the last 12 months (including this visit)? (n=125)

Number of times visited in the last 12 months	Frequency	Valid Percent
0	60	48.0
1	35	28.0
2	14	11.2
3	6	4.8
4	3	2.4
6	2	1.6
7	1	0.8
8	1	0.8
9	1	0.8
20	1	0.8
12	1	0.8
No response	15	

**Table 108. Group types, Zone 6 – Visitors**

Question 2 (Front-end sheet) What type of group are you traveling with? (n=230)

Group type	Frequency	Valid Percent
Family	147	63.9
A couple	44	19.1
Friends	13	5.7
Alone	12	5.2
Both family and friends	9	3.9
An organized group	5	2.2
No response	0	

**Table 109. Ethnicity, Zone 6 – Visitors**

Question 3 (Front-end sheet) Which letter best represents your race or ethnic group? (n=229)

Ethnic group	Frequency	Valid Percent
White	207	90.4
Hispanic	9	3.9
Other	6	2.6
Asian/Pacific Islander	3	1.3
American Indian/Alaska Native	2	0.9
No response	0	

**Table 110. State of origin, Zone 6 – Visitors**

From the bottom of the Front-end sheet (n=230) (Only states represented 7 or more times are included)

State	Frequency	Valid Percent*
Colorado	110	47.8
Texas	24	10.4
New Mexico	8	3.5
Arizona	7	3.0
California	7	3.0
No response	0	

\*Does not equal 100% due to all cases not being represented

**Table 111. Trip type, Zone 6 – Visitors**

Survey Question 1. What type of trip were you on? (check one) (n=227)

Trip type	Frequency	Valid Percent
Vacation with LCA Scenic Byway as part of a larger trip	123	54.2
Day outing to a destination on the LCA Scenic Byway	33	14.5
A weekend trip to a destination on the LCA Scenic Byway	29	12.8
Vacation with LCA Scenic Byway as a major destination	21	9.3
A weekend trip with the LCA Scenic Byway part of a larger trip	11	4.8
Day outing to a destination other than the LCA Scenic Byway	10	4.4
No response	3	

**Table 112. Accommodations, Zone 6 – Visitors**

Survey Question 2. What type of accommodations did you use along the Byway? (check all that apply)

Type of accommodation	Frequency	Valid Percent*
Public campground	86	37.4
Hotel/motel	80	34.8
Private campground	18	7.8
Private home	14	6.1
Bed and Breakfast	5	2.2
Other types of accommodations	5	2.0
Guest ranch	1	0.4
I didn't stay overnight in the area	44	19.1

\*Totals more than 100 percent due to multiple responses.

**Table 113. Information sources, Zone 6 – Visitors**

Survey Question 3. Which of the following information sources did you use for this trip? (check all that apply) (n=230)

Information source	Frequency	Valid Percent*
Maps of the area	133	57.8
Past experience	112	48.7
Friends, relatives	92	40.0
Travel books/guides	67	29.1
Travel club	43	18.7
Local visitor center/Chamber of Commerce	35	15.2
Internet	30	13.0
State welcome center	25	10.9
Local businesses	11	4.8
Other information sources used for this trip	11	4.4
Public land agency	8	3.5
Newspaper travel section	8	3.5
Travel magazines	7	3.0
Outdoor magazines	7	3.0
Travel agent	2	0.9

\*Totals more than 100 percent due to multiple responses.

**Table 114. Employment, Zone 6 – Visitors**

Survey Question 16. Which of the following describes your present situation? (check all that apply)  
(n=230)

Employment situation	Frequency	Valid Percent*
Employed	172	74.8
Retired	23	10.0
Homemaker	18	7.8
Student	7	3.0
Unemployed	4	1.7
Other job	0	0.0

\*Totals more than 100 percent due to multiple responses.

**Table 115. Present occupation, Zone 6 – Visitors**

Survey Question 16. Please list your present or most recent occupation (Only occupations chosen 10 or more times are included) (n=152)

Occupation**	Frequency	Valid Percent*
Education, training and library	37	24.3
Community and social service	12	7.9
Healthcare practitioners and technical	12	7.9
Management	11	7.2
Installation, repair and maintenance	10	6.6
Business and financial operations	10	6.6
No response	78	

\*Does not equal to one hundred due to all cases not being present.

\*\*Occupational categories are taken from the U.S. Census Bureau.

**Table 116. Family situation, Zone 6 – Visitors**

Survey Question 17. Which of the following describes your present situation? (check one) (n=217)

Family situation	Frequency	Valid Percent
Married with children	142	65.4
Single, no children	36	16.6
Married, no children	23	10.6
Single parent with children	16	7.4
Other	5	2.1
No response	13	

**Table 117. Gender, Zone 6 – Visitors**

Survey Question 18. What is your gender? (check one) (n=224)

Gender	Frequency	Valid Percent
Male	124	55.4
Female	100	44.6
No response	6	

**Table 118. Age, Zone 6 – Visitors**

Survey Question 19. In what year were you born? Converted to years of age:

n	Mean (years)	s.d.	Minimum (years)	Maximum (years)
222	44.3	12.3	21.0	84.0

**Table 119. Education level, Zone 6 – Visitors**

Survey Question 20. What is the highest level of education you have completed? (check one) (n=224)

Education level	Frequency	Valid Percent
Some college	66	29.5
Graduate degree	62	27.7
College graduate	55	24.6
High school graduate or GED	27	12.1
Some graduate school	12	5.4
Eighth grade or less	2	0.9
Some high school	0	0.0
No response	6	

**Table 120. Income level, Zone 6 – Visitors**

Survey Question 21. What was your approximate total household income, before taxes, in 1997? (n=206)

Income level	Frequency	Valid Percent
\$40,000 to \$59,000	60	29.1
\$20,000 to \$39,000	53	25.7
\$60,000 to \$79,000	39	18.9
\$100,000 or more	23	11.2
Less than 20,000	16	7.8
\$80,000 to \$99,000	15	7.3
No response	24	

**Table 121. Population size, Zone 6 – Visitors**

Survey Question 22. Which population size best describes the town or rural area in which you live? (check one) (n=220)

Population size	Frequency	Valid Percent
More than 250,000 people	64	29.1
More than 10,000 but less than 50,000 people	41	18.6
More than 1,000 people but less than 10,000 people	40	18.2
More than 100,000 people but less than 250,000 people	29	13.2
More than 50,000 but less than 100,000 people	27	12.3
Less than 1,000 people	19	8.6
No response	10	

**Table 122. Awareness of the Byway, Zone 6 – Visitors**

Survey Question 23. Were you aware that you were on a Scenic Byway? (n=222)

Aware	Frequency	Valid Percent
Yes	117	52.7
No	105	47.3
No response	8	

**Table 123. Influence impression of the area, Zone 6 – Visitors**

Survey Question 24. Does knowing this is a Scenic Byway influence your impression of the area? (n=195)

Influence impression	Frequency	Valid Percent
No	124	63.6
Yes	71	36.4
No response	35	

**Table 124. Activities, Zone 6 – Visitors**

Survey Question 9. Please check all the activities that you participated in while you were in the location you just identified as most enjoyable (in question #8). Check all that apply. (n=230)

Activity	Freq	Percentage of participants engaging in each activity*
General sightseeing	214	93.0
Hiking	153	66.5
Photography	131	57.0
Viewing wildlife	113	49.1
Camping	84	36.5
Talking to people/residents	51	22.2
Museums	41	17.8
Shopping	38	16.5
Dining	37	16.1
Bird watching	34	14.8
Seeing historic places	30	13.0
Fourwheel driving	18	7.8
Attending family gatherings	16	7.0
Partying	14	6.1
Backpacking	13	5.7
Rock climbing	6	2.6
Visiting churches	4	1.7
Biking	4	1.7
Drawing	4	1.7
Horseback riding	3	1.3
Motorcycling	3	1.3
Fishing	3	1.3
Rafting	2	0.9
Skiing	1	0.4
Hunting	1	0.4
Canoeing	0	0.0
Snowshoeing	0	0.0
Snowmobiling	0	0.0
Kayaking	0	0.0
Boating	0	0.0
Snowplay	0	0.0
Driving cattle	0	0.0

\*Totals more than 100 percent due to multiple responses.

**Table 125. Experiences and benefits, Zone 6 – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of participants by importance response category*						
			-3	-2	-1	0	1	2	3
Enjoy the natural scenery	208	2.7	1.0	0.0	0.5	1.9	1.9	12.5	82.2
Spend time with my family and/or friends	201	2.6	1.5	0.0	0.5	5.0	4.0	6.5	82.6
Rest mentally	200	2.2	1.0	2.0	0.0	8.0	9.0	19.0	61.0
Get away from the usual demands of life	204	2.2	1.5	0.5	1.0	8.3	7.4	25.0	56.4
Strengthen family ties	196	2.2	2.6	0.0	0.5	14.3	4.6	12.8	65.3
Be in a positive mood	202	2.1	1.0	0.5	0.5	10.9	11.9	23.3	52.0
Get away from crowds	203	2.1	2.0	0.5	2.0	7.9	9.9	24.6	53.2
Learn more about nature	203	2.0	1.0	1.0	0.5	8.9	13.8	28.1	46.8
Experience a sense of adventure	204	2.0	1.0	0.0	1.0	8.3	18.1	30.4	41.2
Feel more connected with nature	201	2.0	1.0	1.0	1.0	10.9	13.4	29.9	42.8
Be with people who enjoy the same things I do	199	1.9	2.5	1.0	1.0	14.1	12.1	17.1	52.3
Experience quiet	201	1.9	1.0	2.0	2.0	11.9	13.9	23.4	45.8
Be in a wild area	199	1.8	2.0	0.5	0.5	14.6	17.1	23.1	42.2
Learn more about the natural history of the area	202	1.7	2.0	0.5	1.0	8.9	24.8	36.1	26.7
Strengthen my desire to protect the environment	201	1.7	2.0	1.5	1.5	17.9	16.9	19.9	40.3
Improve my outlook on life	197	1.7	1.5	0.5	1.0	19.8	15.7	26.9	34.5
Experience solitude	197	1.6	3.6	0.5	1.0	17.3	19.3	20.8	37.6
Improve my physical well-being	199	1.6	1.5	0.5	0.0	21.1	20.6	23.6	32.7
Feel more free	197	1.6	1.0	1.0	2.0	22.8	14.7	23.4	35.0
Learn more about the cultural history of the area	197	1.6	1.0	1.5	2.5	11.7	27.4	29.4	26.4
Nurture my spiritual values	194	1.4	4.6	1.0	1.0	23.2	14.9	18.6	36.6
Strengthen ties to my friends	191	1.3	4.2	1.0	1.6	32.5	8.9	16.2	35.6
Think about my personal values	195	1.2	2.6	2.1	2.1	28.2	20.0	16.9	28.2
Be more respectful of the property of locals	194	1.2	5.2	1.5	1.5	28.9	16.0	15.5	31.4
Increase my spirituality	194	1.2	4.6	1.5	1.0	31.4	13.4	18.0	29.9
Better understand the human dependency on the land	194	1.2	2.1	0.5	2.6	34.5	17.5	19.6	23.2
Reduce feelings of depression or anxiety	196	1.1	7.7	1.0	1.0	30.1	11.7	16.3	32.1
Be more sensitive to local cultures	192	1.0	5.2	1.0	3.6	28.1	22.9	19.8	19.3
Feel more self-confident	192	0.9	4.2	2.6	2.1	37.0	16.1	19.8	18.2
Increase my creativity	196	0.7	4.6	2.0	1.5	42.9	19.4	14.3	15.3
Experience a different culture	194	0.7	6.2	2.1	2.6	38.1	20.6	17.0	13.4
Improve my skills and abilities	195	0.6	8.2	2.1	2.1	41.5	16.4	13.8	15.9
Increase my work productivity	186	-0.2	21.5	4.8	2.2	45.7	9.1	7.5	9.1
Maintain pride in my race or cultural subgroup	192	-0.3	20.8	4.2	3.1	51.6	7.3	4.7	8.3

\*Importance: -3=Very unimportant  
 -2=Moderately unimportant  
 -1=Somewhat unimportant  
 0=Neither important nor unimportant

1=Somewhat important  
 2=Moderately important  
 3=Very important

**Table 126. Experiences and benefits, Zone 6 – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of participants by able to attain response category*			
			1	2	3	4
Enjoy the natural scenery	189	3.7	1.1	4.2	16.9	77.8
Spend time with my family and/or friends	185	3.7	3.2	5.4	13.0	78.4
Be with people who enjoy the same things I do	177	3.4	2.3	13.0	28.8	55.9
Get away from the usual demands of life	186	3.4	2.2	11.3	33.9	52.7
Rest mentally	175	3.3	1.7	12.6	35.4	50.3
Learn more about nature	183	3.3	1.6	8.7	43.7	45.9
Strengthen family ties	171	3.3	7.6	8.8	29.8	53.8
Be in a positive mood	179	3.3	1.1	18.4	33.5	46.9
Feel more connected with nature	180	3.2	1.7	18.9	39.4	40.0
Experience a sense of adventure	186	3.1	3.2	19.4	36.6	40.9
Experience quiet	179	3.0	3.9	21.2	41.9	33.0
Be in a wild area	175	3.0	1.1	30.3	33.1	35.4
Improve my outlook on life	172	3.0	6.4	22.7	36.6	34.3
Learn more about the natural history of the area	184	3.0	3.3	26.1	39.7	31.0
Learn more about the cultural history of the area	184	3.0	10.1	34.1	33.5	22.3
Strengthen my desire to protect the environment	173	3.0	5.2	27.7	31.8	35.3
Feel more free	170	2.9	9.4	24.7	28.8	37.1
Nurture my spiritual values	163	2.9	9.8	23.3	34.4	32.5
Improve my physical well-being	175	2.9	9.1	27.4	28.6	34.9
Think about my personal values	161	2.9	9.3	28.0	28.6	34.2
Reduce feelings of depression or anxiety	160	2.9	12.5	23.1	28.8	35.6
Get away from crowds	183	2.8	7.1	31.1	33.9	27.9
Feel more self-confident	151	2.8	13.2	25.8	29.1	31.8
Strengthen ties to my friends	154	2.7	26.0	16.2	24.0	33.8
Increase my spirituality	158	2.7	17.7	28.5	24.1	29.7
Experience solitude	175	2.6	11.4	39.4	22.3	26.9
Be more respectful of the property of locals	162	2.6	17.9	37.0	14.2	30.9
Better understand the human dependency on the land	161	2.6	13.0	38.5	25.5	23.0
Be more sensitive to local cultures	162	2.4	21.0	35.2	27.8	16.0
Increase my creativity	153	2.3	26.1	37.9	18.3	17.6
Improve my skills and abilities	153	2.2	26.8	39.2	17.6	16.3
Experience a different culture	162	2.1	29.6	40.1	16.0	14.2
Increase my work productivity	132	2.1	47.0	18.2	14.4	20.5
Maintain pride in my race or cultural subgroup	134	2.0	50.7	17.2	14.9	17.2

\*Able to attain: 1=Not at all able  
2=Somewhat able

3=Moderately able  
4=Totally able

**Table 127. Desired setting characteristics, Zone 6 – Visitors**

Survey Questions 12 and 13. Your ability to realize experiences and benefits is generally dependent on the SETTINGS where recreation occurs. If the place you wrote in as most enjoyable in Q#8 is in a natural landscape (zones 1, 3, or 6) please answer Q#12 and skip Q#13. However, if the place you circled is a community or cultural/historic site (zones 2, 4, 5, 7, or 8) please skip Q#12 and complete Q#13.

Q12a. For each of the following setting characteristics please indicate the condition that you believe would best help you achieve your desired experiences and benefits by circling the appropriate number (circle one response for each characteristic).

Desired setting characteristics	n	Mean	Percentage of participants by response category*				
			1	2	3	4	5
Facilities (restrooms, picnic table, etc.) provided	211	3.3	0.5	1.9	68.7	23.7	5.2
Staff available to talk to visitors	209	3.3	0.5	0.5	71.8	25.4	1.9
Visitor programs and interpretation	202	3.2	0.5	0.0	75.7	22.8	1.0
Facilities maintenance	210	3.2	0.5	1.0	76.7	18.1	3.8
Road maintenance	212	3.1	0.9	0.9	84.4	11.3	2.4
Regulations on visitors	210	3.0	1.4	1.9	89.0	6.7	1.0
Vehicle access to the area	215	3.0	2.3	3.3	87.4	5.6	1.4
Number of people allowed in the area	213	2.9	1.4	9.9	86.9	1.4	0.5
Change to the natural environment	209	2.8	8.1	5.7	81.8	2.9	1.4
Motorized use allowed	208	2.7	11.5	12.5	71.2	3.4	1.4

\*Amount of change: 1=A lot less  
 2=A little less  
 3=Leave as is  
 4=A little more  
 5=A lot more

**Table 128. Services and facilities, Zone 6 – Visitors**

Survey Question 14. The recreation and tourism providers along the Byway need to know what types of services and facilities you would like to see provided there. Thinking about the place that was most enjoyable to you, look back at the map on pg. 2 and find the zone that includes that place. For that zone, please tell us: 1) how important each of the following services and facilities would be in contributing to your enjoyment and 2) how available you found each to be within that zone (circle the appropriate responses for each item).

Services and facilities	n	Mean	Percentage of participants by importance response category*						
			-3	-2	-1	0	1	2	3
Public restrooms	201	2.1	1.5	1.0	2.0	6.0	12.4	23.9	53.2
Brochures and maps	200	1.8	1.5	1.0	2.0	1.0	18.0	27.5	40.0
Visitor centers	204	1.8	2.5	1.0	0.5	8.3	19.1	29.9	38.7
Roadside signs	197	1.7	4.1	1.0	1.5	13.7	13.7	22.8	43.1
Display at visitor center or museum	196	1.7	3.6	1.0	0.5	11.7	19.9	29.6	33.7
Historic sites	195	1.6	2.6	2.1	0.0	15.4	20.5	30.3	29.2
Self guided tours	195	1.5	5.1	2.1	0.5	20.0	11.8	26.7	33.8
Tent campgrounds	197	1.4	7.6	1.0	1.0	20.8	12.2	17.3	40.1
Written materials to take with you	197	1.3	4.6	1.0	2.0	20.3	19.8	28.4	23.9
Interpretive exhibits	195	1.2	3.1	3.1	1.5	23.1	18.5	30.8	20.0
Books or guides you could purchase	198	1.2	4.5	2.0	1.0	22.7	26.3	21.7	21.7
Lecture at visitor center or museum	195	1.0	4.1	2.1	3.1	23.6	28.7	20.5	17.9
Museums	191	1.0	5.8	1.6	3.1	23.6	24.1	26.2	15.7
Guided tour or nature walk	194	0.9	6.2	2.1	3.1	25.8	22.7	24.2	16.0
Tours and cultural sites	187	0.7	9.1	2.1	3.7	25.1	27.3	16.0	16.6
Restaurants	200	0.7	11.0	4.0	5.0	16.0	26.0	22.0	16.0
Cultural centers	186	0.7	8.1	2.7	3.2	28.5	24.7	20.4	12.4
Grocery stores	194	0.7	15.5	2.1	1.5	17.5	23.2	25.3	14.9
From locals you meet	186	0.4	9.7	2.7	1.6	42.5	19.4	14.0	10.2
Video programs	191	0.3	10.5	4.7	2.1	37.7	24.6	14.1	6.3
Souvenir shops	193	0.2	11.9	3.1	9.3	30.1	26.9	13.5	5.2
Audio programs	188	0.1	12.2	2.1	2.7	47.9	21.3	8.0	5.9
Tour of artisan studios	190	-0.01	13.2	3.7	3.7	51.1	12.6	11.1	4.7
Hotels/motels	198	-0.03	19.7	5.6	5.6	32.8	12.6	11.6	12.1
Chambers of Commerce	187	-0.04	16.0	2.1	3.2	48.7	13.4	12.3	4.3
Tour of the mission churches	188	-0.05	14.4	2.1	4.8	43.6	17.0	13.3	4.8
Festivals/fairs/events	190	-0.1	17.4	5.3	4.7	38.4	17.4	10.0	6.8
RV parks	192	-0.5	29.7	4.2	5.4	34.4	7.3	7.3	11.5
Fast food restaurants	190	-0.5	30.0	2.6	2.6	31.1	21.6	7.4	4.7
Retails stores	191	-0.5	25.7	7.3	4.2	35.1	15.7	8.9	3.1
Outfitters and guides	188	-0.7	30.9	4.8	3.7	40.4	10.1	6.4	3.7
Bed and breakfasts/inns	194	-0.8	29.4	6.7	3.6	44.3	9.8	3.1	3.1
Resorts	189	-1.0	38.1	3.2	2.6	42.9	7.4	4.8	1.1
Bars/taverns	189	-1.3	43.9	6.3	3.7	35.4	5.3	4.2	1.1
Condominiums	189	-1.5	48.7	4.2	3.2	41.3	1.1	1.1	0.5

\*Importance:    -3=Very unimportant  
                       -2=Moderately unimportant  
                       -1=Somewhat unimportant  
                       0=Neither important nor unimportant

                      1=Somewhat important  
                       2=Moderately important  
                       3=Very important

**Table 129. Services and facilities, Zone 6 – Visitors**

Survey Question 14. The recreation and tourism providers along the Byway need to know what types of services and facilities you would like to see provided there. Thinking about the place that was most enjoyable to you, look back at the map on pg. 2 and find the zone that includes that place. For that zone, please tell us: 1) how important each of the following services and facilities would be in contributing to your enjoyment and 2) how available you found each to be within that zone (circle the appropriate responses for each item).

Services and facilities	n	Mean	Percentage of participants by availability response category*			
			1	2	3	4
Visitor centers	172	3.4	1.2	16.3	27.3	55.2
Brochures and maps	170	3.2	3.5	14.7	37.1	44.7
Display at visitor center or museum	161	3.2	3.7	18.6	36.0	41.6
Public restrooms	177	3.1	1.7	22.0	35.6	40.7
Books or guides you could purchase	155	3.1	7.7	16.1	34.8	41.3
Tent campgrounds	161	3.1	9.3	21.1	23.6	46.0
Roadside signs	168	3.0	3.6	27.4	33.9	35.1
Written materials to take with you	156	2.9	7.7	25.0	32.1	35.3
Self guided tours	146	2.9	12.3	21.2	32.2	34.2
Interpretive exhibits	151	2.8	10.6	23.2	37.7	28.5
Lecture at visitor center or museum	141	2.8	10.6	31.2	29.8	28.4
Souvenir shops	148	2.7	8.8	35.1	29.7	26.4
Historic sites	154	2.7	13.0	28.6	33.8	24.7
Video programs	126	2.6	19.8	23.0	32.5	24.6
RV parks	120	2.6	16.7	35.8	19.2	28.3
Guided tour or nature walk	140	2.5	24.3	27.1	20.0	28.6
Museums	150	2.4	19.3	41.3	20.0	19.3
Hotels/motels	143	2.4	22.4	36.4	21.0	20.3
Restaurants	160	2.3	21.3	38.8	26.3	13.8
Tours and cultural sites	132	2.3	18.2	43.2	27.3	11.4
Grocery stores	152	2.3	26.3	35.5	20.4	17.8
From locals you meet	123	2.1	39.0	27.6	17.1	16.3
Audio programs	122	2.1	37.3	34.4	12.3	15.6
Retails stores	128	2.0	32.0	43.8	12.5	11.7
Chambers of Commerce	121	2.0	46.3	24.8	14.0	14.9
Cultural centers	138	1.9	37.7	38.4	15.9	8.0
Outfitters and guides	114	1.9	45.6	30.7	10.5	13.2
Fast food restaurants	133	1.9	55.6	17.3	12.8	14.3
Bed and breakfasts/inns	121	1.9	46.3	33.9	7.4	12.4
Bars/taverns	111	1.8	53.2	25.2	9.0	12.6
Resorts	114	1.8	50.9	31.6	7.9	9.6
Tour of artisan studios	119	1.7	61.3	21.0	8.4	9.2
Festivals/fairs/events	128	1.6	53.9	32.8	7.8	5.5
Tour of the mission churches	116	1.6	61.2	24.1	6.9	7.8
Condominiums	105	1.4	75.2	16.2	0.0	8.6

\*Availability: 1=Not at all available  
 2=Somewhat available  
 3=Moderately available  
 4=Totally available

**Table 130. Benefits to others, Zone 6 – Visitors**

Survey Question 15. Byway recreation and tourism providers are also interested in the benefits that this zone provides to others. In your opinion, how important is it to manage this zone so that it provides each of the benefits listed (circle the appropriate level of importance).

Benefits to local communities and the environment	n	Mean	Percentage of participants by importance response category*				
			1	2	3	4	5
Reduce looting and vandalism of cultural, historic, and religious sites	206	4.4	1.0	4.9	10.2	25.7	58.3
Improved relationship with the natural world	209	4.3	0.0	4.8	13.4	29.7	52.2
Increased quality of life	204	3.7	4.9	7.8	23.5	36.8	27.0
Preservation of cultural heritage	201	3.7	6.5	10.0	24.4	29.9	29.4
More opportunities for recreation	206	3.5	4.9	6.3	34.0	38.8	16.0
Stronger family ties	202	3.5	8.4	11.9	23.3	32.7	23.8
Reduced threat to/from at-risk youth	203	3.4	10.3	13.3	23.2	27.6	25.6
Retention of a distinct cultural atmosphere	202	3.4	8.9	13.4	26.7	26.2	24.8
Improved understanding and tolerance of others	203	3.4	5.9	14.8	32.5	30.5	16.3
Local economic growth	203	3.2	7.9	19.7	29.6	27.1	15.8
Greater economic diversity	200	3.2	12.0	16.0	30.0	26.5	15.5
Increased work productivity	198	2.8	22.7	20.2	25.8	20.7	10.6

\*Importance: 1=Not at all important  
 2=Slightly important  
 3=Moderately important  
 4=Very important  
 5=Extremely important

## Zone 8 – Visitors

**Table 131. Trip characteristics, Zone 8 – Visitors**

Question 1 (Front-end sheet) Is this your first trip to the LCA Byway? (n=38)

First trip?	Frequency	Valid Percent
No	28	73.7
Yes	10	26.3
No response	0	

**Table 132. Other visits, Zone 8 – Visitors**

Question 1b. (Front-end sheet) If no, how many times have you visited the LCA Byway during the last 12 months (including this visit)? (n=24)

Number of times visited in the last 12 months	Frequency	Valid Percent
0	8	33.3
1	8	33.3
2	2	8.3
3	1	4.2
6	1	4.2
7	1	4.2
12	1	4.2
20	1	4.2
35	1	4.2
No response	14	

**Table 133. Group types, Zone 8 – Visitors**

Question 2 (Front-end sheet) What type of group are you traveling with? (n=38)

Group type	Frequency	Valid Percent
Family	16	42.1
Alone	9	23.7
Friends	7	18.4
A couple	4	10.5
Both family and friends	1	2.6
An organized group	1	2.6
No response	0	

**Table 134. Ethnicity, Zone 8 – Visitors**

Question 3 (Front-end sheet) Which letter best represents your race or ethnic group? (n=38)

Ethnic group	Frequency	Valid Percent
White	37	97.4
Other	1	2.6
Hispanic	0	0.0
Asian/Pacific Islander	0	0.0
American Indian/Alaska Native	0	0.0
No response	0	

**Table 135. State of origin, Zone 8 – Visitors**

From the bottom of the Front-end sheet (n=38) (Only states represented 2 or more times are included)

State	Frequency	Valid Percent*
Colorado	19	50.0
Texas	3	7.9
New Mexico	2	5.3
Iowa	2	5.3
Kansas	2	5.3
Nebraska	2	5.3
No response	0	

\*Does not equal 100% due to all cases not being represented

**Table 136. Trip type, Zone 8 – Visitors**

Survey Question 1. What type of trip were you on? (check one) (n=34)

Trip type	Frequency	Valid Percent
Vacation with LCA Scenic Byway as part of a larger trip	17	50.0
Day outing to a destination on the LCA Scenic Byway	6	17.6
A weekend trip to a destination on the LCA Scenic Byway	4	11.8
Day outing to a destination other than the LCA Scenic Byway	4	11.8
A weekend trip with the LCA Scenic Byway part of a larger trip	2	5.9
Vacation with LCA Scenic Byway as a major destination	1	2.9
No response	4	

**Table 137. Accommodations, Zone 8 – Visitors**

Survey Question 2. What type of accommodations did you use along the Byway? (check all that apply)  
(n=38)

Type of accommodation	Frequency	Valid Percent*
Hotel/motel	17	44.7
Private home	6	15.8
Bed and Breakfast	3	7.9
Public campground	1	2.6
Private campground	0	0.0
Other types of accommodations	0	0.0
Guest ranch	0	0.0
I didn't stay overnight in the area	11	28.9

\*Totals more than 100 percent due to multiple responses.

**Table 138. Information sources, Zone 8 – Visitors**

Survey Question 3. Which of the following information sources did you use for this trip? (check all that apply) (n=38)

Information source	Frequency	Valid Percent*
Past experience	17	44.7
Maps of the area	13	34.2
Friends, relatives	11	28.9
Local visitor center/Chamber of Commerce	8	21.1
Travel books/guides	7	18.4
Travel club	6	15.8
State welcome center	3	7.9
Local businesses	2	5.3
Newspaper travel section	2	5.3
Internet	1	2.6
Travel agent	1	2.6
Public land agency	1	2.6
Travel magazines	0	0.0
Outdoor magazines	0	0.0
Other information sources used for this trip	0	0.0

\*Totals more than 100 percent due to multiple responses.

**Table 139. Employment, Zone 8 – Visitors**

Survey Question 16. Which of the following describes your present situation? (check all that apply)  
(n=19)

Employment situation	Frequency	Valid Percent*
Employed	19	50.0
Retired	12	31.6
Homemaker	3	7.9
Unemployed	2	5.3
Student	1	2.6
Other job	1	2.6

\*Totals more than 100 percent due to multiple responses.

**Table 140. Present occupation, Zone 8 – Visitors**

Survey Question 16. Please list your present or most recent occupation (Only occupations chosen 10 or more times are included) (n=21)

Occupation**	Frequency	Valid Percent*
Management	4	19.0
Business and financial operations	4	19.0
Education, training and library	2	9.5
Healthcare practitioners and technical	2	9.5
Installation, repair and maintenance	2	9.5
Farming, fishing and forestry	2	9.5
Computer and mathematical	1	4.8
Architecture and engineering	1	4.8
Sales	1	4.8
Construction and extraction	1	4.8
Transportation and material moving	1	4.8
No response	17	

\*Does not equal to one hundred due to all cases not being represented.

\*\*Occupational categories are taken from the U.S. Census Bureau.

**Table 141. Family situation, Zone 8 – Visitors**

Survey Question 17. Which of the following describes your present situation? (check one) (n=37)

Family situation	Frequency	Valid Percent
Married with children	22	59.5
Married, no children	8	21.6
Single, no children	6	16.2
Single parent with children	1	2.7
Other	0	0.0
No response	1	

**Table 142. Gender, Zone 8 – Visitors**

Survey Question 18. What is your gender? (check one) (n=37)

Gender	Frequency	Valid Percent
Male	27	73.0
Female	10	27.0
No response	1	

**Table 143. Age, Zone 8 – Visitors**

Survey Question 19. In what year were you born? Converted to years of age:

n	Mean (years)	s.d.	Minimum (years)	Maximum (years)
37	52.3	11.1	28.0	71.0

**Table 144. Education level, Zone 8 – Visitors**

Survey Question 20. What is the highest level of education your have completed? (check one) (n=41)

Education level	Frequency	Valid Percent
Some college	11	29.7
College graduate	9	24.3
Graduate degree	8	21.6
High school graduate or GED	4	10.8
Some graduate school	4	10.8
Eighth grade or less	1	2.7
Some high school	0	0.0
No response	1	

**Table 145. Income level, Zone 8 – Visitors**

Survey Question 21. What was your approximate total household income, before taxes, in 1997? (n=36)

Income level	Frequency	Valid Percent
\$20,000 to \$39,000	10	27.8
\$60,000 to \$79,000	8	22.2
\$100,000 or more	6	16.7
\$40,000 to \$59,000	5	13.9
Less than 20,000	4	11.1
\$80,000 to \$99,000	3	8.3
No response	2	

**Table 146. Population size, Zone 8 – Visitors**

Survey Question 22. Which population size best describes the town or rural area in which you live? (check one) (n=38)

Population size	Frequency	Valid Percent
More than 1,000 people but less than 10,000 people	11	28.9
More than 250,000 people	8	21.1
More than 10,000 but less than 50,000 people	8	21.1
Less than 1,000 people	7	18.4
More than 100,000 people but less than 250,000 people	4	10.5
More than 50,000 but less than 100,000 people	0	0.0
No response	0	

**Table 147. Awareness of the Byway, Zone 8 – Visitors**

Survey Question 23. Were you aware that you were on a Scenic Byway? (n=38)

Aware	Frequency	Valid Percent
No	22	57.9
Yes	16	42.1
No response	0	

**Table 148. Influence impression of the area, Zone 8 – Visitors**

Survey Question 24. Does knowing this is a Scenic Byway influence your impression of the area? (n=33)

Influence impression	Frequency	Valid Percent
No	17	51.5
Yes	16	48.5
No response	5	

<b>Table 149. Activities, Zone 8 – Visitors</b>		
<b>Survey Question 9. Please check all the activities that you participated in while you were in the location you just identified as most enjoyable (in question #8). Check all that apply. (n=38)</b>		
<b>Activity</b>	<b>Freq</b>	<b>Percentage of participants engaging in each activity*</b>
General sightseeing	15	39.5
Dining	13	34.2
Shopping	9	23.7
Talking to people/residents	9	23.7
Photography	8	21.1
Viewing wildlife	7	18.4
Seeing historic places	6	15.8
Museums	5	13.2
Attending family gatherings	4	10.5
Fourwheel driving	3	7.9
Visiting churches	3	7.9
Hiking	3	7.9
Fishing	2	5.3
Bird watching	2	5.3
Backpacking	1	2.6
Hunting	1	2.6
Canoeing	0	0.0
Camping	0	0.0
Horseback riding	0	0.0
Motorcycling	0	0.0
Snowshoeing	0	0.0
Driving cattle	0	0.0
Rock climbing	0	0.0
Snowmobiling	0	0.0
Skiing	0	0.0
Biking	0	0.0
Kayaking	0	0.0
Boating	0	0.0
Drawing	0	0.0
Rafting	0	0.0
Partying	0	0.0
Snowplay	0	0.0

\*Totals more than 100 percent due to multiple responses.

**Table 150. Experiences and benefits, Zone 8 – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of participants by importance response category*						
			-3	-2	-1	0	1	2	3
Spend time with my family and/or friends	31	2.4	0.0	3.2	0.0	6.5	6.5	16.1	67.7
Enjoy the natural scenery	33	2.1	3.0	0.0	0.0	9.1	6.1	33.3	48.5
Strengthen family ties	29	1.9	3.4	0.0	0.0	6.9	20.7	24.1	44.8
Get away from crowds	31	1.9	3.2	0.0	0.0	16.1	6.5	29.0	45.2
Be with people who enjoy the same things I do	32	1.8	3.1	0.0	0.0	21.9	6.3	21.9	46.9
Experience quiet	32	1.8	3.1	0.0	6.3	12.5	6.3	25.0	46.9
Rest mentally	32	1.8	3.1	0.0	0.0	18.8	12.5	21.9	43.8
Get away from the usual demands of life	30	1.7	3.3	3.3	0.0	16.7	10.0	26.7	40.0
Be in a positive mood	30	1.6	3.3	0.0	0.0	20.0	13.3	33.3	30.0
Improve my outlook on life	30	1.5	3.3	0.0	0.0	20.0	13.3	40.0	23.3
Feel more free	30	1.5	3.3	0.0	0.0	26.7	13.3	23.3	33.3
Nurture my spiritual values	31	1.5	0.0	0.0	0.0	35.5	9.7	25.8	29.0
Strengthen ties to my friends	29	1.5	3.4	0.0	0.0	31.0	6.9	24.1	34.5
Experience a sense of adventure	28	1.4	0.0	0.0	3.6	25.0	17.9	32.1	21.4
Feel more connected with nature	29	1.4	0.0	0.0	0.0	31.0	13.8	37.9	17.2
Experience solitude	30	1.3	3.3	0.0	0.0	23.3	26.7	23.3	23.3
Be in a wild area	31	1.3	0.0	0.0	3.2	45.2	6.5	12.9	32.3
Learn more about the cultural history of the area	29	1.2	3.4	0.0	0.0	27.6	24.1	24.1	20.7
Learn more about nature	31	1.2	0.0	3.2	0.0	32.3	19.4	25.8	19.4
Improve my physical well-being	30	1.2	3.3	0.0	3.3	23.3	20.0	33.3	16.7
Learn more about the natural history of the area	30	1.2	0.0	3.3	0.0	33.3	13.3	33.3	16.7
Be more respectful of the property of locals	29	1.2	3.4	0.0	3.4	37.9	6.9	17.2	31.0
Think about my personal values	31	1.2	6.5	6.5	3.2	22.6	3.2	22.6	35.5
Strengthen my desire to protect the natural environment	31	1.2	6.5	0.0	3.2	29.0	12.9	19.4	29.0
Better understand the human dependency on the land	29	1.1	0.0	0.0	3.4	41.4	17.2	13.8	24.1
Be more sensitive to local cultures	30	1.1	3.3	0.0	3.3	30.0	20.0	26.7	16.7
Improve my skills and abilities	32	1.1	0.0	3.1	0.0	46.9	6.3	21.9	21.9
Increase my spirituality	30	1.1	3.3	0.0	0.0	33.3	26.7	20.0	16.7
Reduce feelings of depression or anxiety	30	1.0	3.3	3.3	0.0	43.3	6.7	16.7	26.7
Increase my creativity	29	0.9	0.0	0.0	0.0	65.5	0.0	17.2	17.2
Feel more self-confident	29	0.8	3.4	3.4	3.4	37.9	17.2	20.7	13.8
Experience a different culture	30	0.7	3.3	3.3	0.0	46.7	16.7	16.7	13.3
Maintain pride in my race or cultural subgroup	30	0.5	3.3	3.3	0.0	66.7	6.7	3.3	16.7
Increase my work productivity	29	-0.1	17.2	0.0	0.0	58.6	3.4	6.9	13.8

\*Importance: -3=Very unimportant  
 -2=Moderately unimportant  
 -1=Somewhat unimportant  
 0=Neither important nor unimportant

1=Somewhat important  
 2=Moderately important  
 3=Very important

**Table 151. Experiences and benefits, Zone 8 – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of participants by able to attain response category*			
			1	2	3	4
Spend time with my family and/or friends	27	3.5	3.7	3.7	33.3	59.3
Enjoy the natural scenery	29	3.3	3.4	6.9	41.4	48.3
Be with people who enjoy the same things I do	27	3.3	7.4	7.4	29.6	55.6
Be in a positive mood	26	3.1	3.8	11.5	50.0	34.6
Strengthen family ties	25	3.1	4.0	24.0	28.0	44.0
Rest mentally	28	3.0	7.1	17.9	39.3	35.7
Get away from the usual demands of life	25	3.0	4.0	24.0	36.0	36.0
Think about my personal values	24	3.0	8.3	16.7	37.5	37.5
Get away from crowds	27	3.0	3.7	18.5	51.9	25.9
Experience quiet	28	2.9	10.7	17.9	39.3	32.1
Strengthen ties to my friends	22	2.9	18.2	4.5	45.5	31.8
Strengthen my desire to protect the natural environment	25	2.9	12.0	16.0	44.0	28.0
Reduce feelings of depression or anxiety	24	2.9	8.3	20.8	45.8	25.0
Improve my outlook on life	24	2.8	4.2	25.0	54.2	16.7
Increase my spirituality	24	2.8	8.3	25.0	41.7	25.0
Feel more self-confident	22	2.8	9.1	22.7	45.5	22.7
Nurture my spiritual values	26	2.8	7.7	34.6	26.9	30.8
Experience a sense of adventure	24	2.8	4.2	37.5	33.3	25.0
Be more respectful of the property of locals	23	2.8	13.0	21.7	39.1	26.1
Learn more about the cultural history of the area	25	2.8	4.0	36.0	40.0	20.0
Experience solitude	25	2.7	20.0	24.0	20.0	36.0
Improve my skills and abilities	22	2.7	18.2	13.6	50.0	18.2
Feel more connected with nature	26	2.7	11.5	30.8	38.5	19.2
Feel more free	23	2.6	8.7	26.1	56.5	8.7
Learn more about nature	26	2.6	3.8	34.6	53.8	7.7
Improve my physical well-being	22	2.6	13.6	22.7	50.0	13.6
Experience a different culture	24	2.6	8.3	33.3	45.8	12.5
Be in a wild area	27	2.6	22.2	18.5	37.0	22.2
Maintain pride in my race or cultural subgroup	20	2.5	20.0	30.0	25.0	25.0
Be more sensitive to local cultures	23	2.5	4.3	43.5	47.8	4.3
Increase my creativity	22	2.5	18.2	31.8	31.8	18.2
Learn more about the natural history of the area	27	2.5	11.1	33.3	51.9	3.7
Increase my work productivity	20	2.5	30.0	20.0	25.0	25.0
Better understand the human dependency on the land	23	2.4	13.0	47.8	21.7	17.4

\*Able to attain: 1=Not at all able  
2=Somewhat able

3=Moderately able  
4=Totally able

**Table 152. Desired setting characteristics, Zone 8 – Visitors**

Survey Questions 12 and 13. Your ability to realize experiences and benefits is generally dependent on the SETTINGS where recreation occurs. If the place you wrote in as most enjoyable in Q#8 is in a natural landscape (zones 1, 3, or 6) please answer Q#12 and skip Q#13. However, if the place you circled is a community or cultural/historic site (zones 2, 4, 5, 7, or 8) please skip Q#12 and complete Q#13.

Q13a. For each of the following characteristics please indicate the condition that you believe would best help you achieve your desired experiences and benefits by circling the appropriate number (circle one response for each characteristic).

Desired setting characteristics	n	Mean	Percentage of participants by response category*				
			1	2	3	4	5
Preservation of traditional architecture	26	3.8	0.0	0.0	50.0	23.1	26.9
Small town atmosphere	29	3.5	0.0	0.0	58.6	27.6	13.8
Guest services (hotels, restaurants, etc.)	28	3.5	0.0	3.6	57.1	25.0	14.3
Cultural events	24	3.4	4.2	0.0	45.8	50.0	0.0
Visitor programs and interpretation	24	3.4	4.2	0.0	54.2	37.5	4.2
Shopping opportunities	25	3.3	4.0	8.0	48.0	32.0	8.0
Marketing and visitor outreach	25	3.1	4.0	16.0	52.0	20.0	8.0
Number of other visitors	26	3.0	7.7	3.8	73.1	15.4	0.0
Volume of traffic	26	2.5	11.5	30.8	57.7	0.0	0.0

\*Amount of change:  
 1=A lot less  
 2=A little less  
 3=Leave as is  
 4=A little more  
 5=A lot more

**Table 153. Services and facilities, Zone 8 – Visitors**

Survey Question 14. The recreation and tourism providers along the Byway need to know what types of services and facilities you would like to see provided there. Thinking about the place that was most enjoyable to you, look back at the map on pg. 2 and find the zone that includes that place. For that zone, please tell us: 1) how important each of the following services and facilities would be in contributing to your enjoyment and 2) how available you found each to be within that zone (circle the appropriate responses for each item).

Services and facilities	n	Mean	Percentage of participants by importance response category*						
			-3	-2	-1	0	1	2	3
Public restrooms	31	1.9	3.2	0.0	3.2	12.9	12.9	16.1	51.6
Restaurants	31	1.8	0.0	0.0	3.2	12.9	16.1	35.5	32.3
Roadside signs	32	1.6	0.0	3.1	3.1	21.9	12.5	18.8	40.6
Grocery stores	31	1.5	0.0	6.5	0.0	16.1	19.4	32.3	25.8
Brochures and maps	30	1.4	3.3	0.0	3.3	26.7	16.7	10.0	40.0
Museums	31	1.3	3.2	3.2	3.2	29.0	9.7	16.1	35.5
Historic sites	31	1.2	6.5	6.5	0.0	16.1	12.9	32.3	25.8
Cultural centers	31	1.1	3.2	3.2	3.2	32.3	12.9	16.1	29.0
Festivals/fairs/events	31	0.9	6.5	0.0	3.2	32.3	19.4	19.4	19.4
Retail stores	30	0.9	6.7	0.0	0.0	30.0	26.7	23.3	13.3
Tours and cultural sites	30	0.9	6.7	6.7	0.0	30.0	13.3	16.7	26.7
From locals you meet	27	0.9	11.1	0.0	0.0	29.6	11.1	29.6	18.5
Hotels/motels	34	0.9	11.8	5.9	2.9	17.6	11.8	20.6	29.4
Display at visitor center or museum	30	0.9	10.0	3.3	0.0	26.7	20.0	16.7	23.3
Visitor centers	30	0.8	10.0	3.3	0.0	23.3	30.0	13.3	20.0
Self guided tours	29	0.7	6.9	3.4	3.4	34.5	17.2	17.2	17.2
Written materials to take with you	29	0.7	10.3	6.9	0.0	24.1	13.8	31.0	13.8
Guided tour or nature walk	30	0.7	6.7	3.3	3.3	33.3	23.3	13.3	16.7
Chambers of Commerce	28	0.7	10.7	0.0	0.0	39.3	17.9	14.3	17.9
Books or guides you could purchase	31	0.6	6.5	0.0	6.5	32.3	25.8	22.6	6.5
Tour of the mission churches	30	0.6	10.0	3.3	0.0	30.0	30.0	16.7	10.0
Fast food restaurants	30	0.5	3.3	6.7	10.0	30.0	20.0	23.3	6.7
Lecture at visitor center or museum	31	0.5	6.5	9.7	0.0	29.0	29.0	19.4	6.5
Interpretive exhibits	30	0.5	10.0	3.3	0.0	50.0	6.7	13.3	16.7
Tour of artisan studios	30	0.4	10.0	3.3	3.3	40.0	16.7	13.3	13.3
Bed and breakfasts/inns	31	0.3	19.4	6.5	3.2	25.8	6.5	19.4	19.4
Video programs	29	0.2	10.3	0.0	6.9	51.7	10.3	13.8	6.9
Tent campgrounds	30	0.2	20.0	3.3	0.0	36.7	3.3	26.7	10.0
Resorts	30	0.2	13.3	0.0	3.3	46.7	16.7	13.3	6.7
Audio programs	27	0.1	7.4	7.4	7.4	44.4	18.5	7.4	7.4
Outfitters and guides	29	-0.1	13.8	0.0	3.4	58.6	6.9	6.9	10.3
Souvenir shops	30	-0.1	16.7	6.7	3.3	43.3	13.3	10.0	6.7
RV parks	30	-0.2	26.7	0.0	0.0	40.0	6.7	23.3	3.3
Condominiums	30	-0.4	23.3	6.7	3.3	43.3	6.7	6.7	10.0
Bars/taverns	30	-0.4	26.7	3.3	0.0	40.0	16.7	10.0	3.3

\*Importance:    -3=Very unimportant  
                      -2=Moderately unimportant  
                      -1=Somewhat unimportant  
                      0=Neither important nor unimportant

                     1=Somewhat important  
                      2=Moderately important  
                      3=Very important

**Table 154. Services and facilities, Zone 8 – Visitors**

Survey Question 14. The recreation and tourism providers along the Byway need to know what types of services and facilities you would like to see provided there. Thinking about the place that was most enjoyable to you, look back at the map on pg. 2 and find the zone that includes that place. For that zone, please tell us: 1) how important each of the following services and facilities would be in contributing to your enjoyment and 2) how available you found each to be within that zone (circle the appropriate responses for each item).

Services and facilities	n	Mean	Percentage of participants by availability response category*			
			1	2	3	4
Hotels/motels	27	3.3	0.0	18.5	29.6	51.9
Restaurants	25	3.3	0.0	16.0	40.0	44.0
Bars/taverns	15	3.3	6.7	6.7	40.0	46.7
Grocery stores	21	3.2	0.0	19.0	38.1	42.9
Fast food restaurants	18	3.2	11.1	11.1	22.2	55.6
Roadside signs	22	3.0	0.0	31.8	36.4	31.8
Chambers of Commerce	18	2.9	5.6	27.8	38.9	27.8
Historic sites	21	2.9	0.0	38.1	38.1	23.8
Souvenir shops	18	2.8	5.6	27.8	44.4	22.2
Visitor centers	20	2.8	5.0	40.0	25.0	30.0
RV parks	16	2.7	6.3	43.8	18.8	31.3
Brochures and maps	19	2.7	5.3	31.6	47.4	15.8
Retail stores	17	2.7	11.8	29.4	35.3	23.5
Bed and breakfasts/inns	20	2.7	10.0	40.0	20.0	30.0
Outfitters and guides	12	2.7	8.3	41.7	25.0	25.0
Public Restrooms	20	2.6	0.0	45.0	45.0	10.0
Display at visitor center or museum	19	2.6	10.5	42.1	21.1	26.3
Tours and cultural sites	19	2.6	10.5	36.8	36.8	15.7
Museums	18	2.6	11.1	38.9	33.3	16.7
Tent campgrounds	16	2.6	6.3	50.0	25.0	18.8
From locals you meet	18	2.5	11.1	38.9	38.9	11.1
Cultural centers	17	2.5	17.6	35.3	29.4	17.6
Written materials to take with you	20	2.4	20.0	35.0	25.0	20.0
Books or guides you could purchase	20	2.4	5.0	60.0	20.0	15.0
Interpretive exhibits	16	2.4	31.3	18.8	25.0	25.0
Resorts	16	2.4	25.0	25.0	37.5	12.5
Festivals/fairs/events	17	2.3	17.6	41.2	29.4	11.8
Video programs	17	2.3	17.6	41.2	29.4	11.8
Self guided tours	18	2.3	22.2	38.9	22.2	16.7
Lecture at visitor center or museum	18	2.2	27.8	38.9	16.7	16.7
Guided tour or nature walk	19	2.2	26.3	47.4	10.5	15.8
Condominiums	17	2.1	41.2	23.5	17.6	17.6
Tour of the mission churches	18	2.1	27.8	50.0	11.1	11.1
Audio programs	17	2.1	23.5	58.8	5.9	11.8
Tour of artisan studios	17	2.0	35.3	41.2	11.8	11.8

\*Availability: 1=Not at all available  
2=Somewhat available  
3=Moderately available  
4=Totally available

**Table 155. Benefits to others, Zone 8 – Visitors**

Survey Question 15. Byway recreation and tourism providers are also interested in the benefits that this zone provides to others. In your opinion, how important is it to manage this zone so that it provides each of the benefits listed (circle the appropriate level of importance).

Benefits to local communities and the environment	n	Mean	Percentage of participants by importance response category*				
			1	2	3	4	5
Reduce looting and vandalism of cultural, historic, and religious sites	35	4.5	0.0	2.9	8.6	28.6	60.0
Increased quality of life	34	4.1	0.0	2.9	17.6	50.0	29.4
Improved relationship with the natural world	35	4.1	0.0	2.9	20.0	45.7	31.4
Reduced threat to/from at-risk youth	34	3.9	0.0	8.8	20.6	38.2	32.4
Preservation of cultural heritage	35	3.9	0.0	11.4	22.9	31.4	34.3
Stronger family ties	34	3.8	2.9	5.9	20.6	47.1	23.5
Retention of a distinct cultural atmosphere	33	3.7	6.1	6.1	30.3	27.3	30.3
Local economic growth	35	3.5	2.9	11.4	34.3	37.1	14.3
Improved understanding and tolerance of others	35	3.5	2.9	14.3	31.4	37.1	14.3
More opportunities for recreation	34	3.4	2.9	11.8	32.4	44.1	8.8
Increased work productivity	34	3.3	5.9	8.8	47.1	26.5	11.8
Greater economic diversity	32	3.2	3.1	15.6	46.9	25.0	9.4

\*Importance: 1=Not at all important  
 2=Slightly important  
 3=Moderately important  
 4=Very important  
 5=Extremely important

## Visitors to the Sand Dunes at Great Sand Dunes N.M.

<b>Table 156. Activities, Enjoyable place – Actual Sand Dunes – Visitors</b>		
Survey Question 9. Please check all the activities that you participated in while you were in the location you just identified as most enjoyable (in question #8). Check all that apply. (n=121)		
<b>Activities</b>	<b>Freq</b>	<b>Percentage of participants engaging in each activity*</b>
General sightseeing	112	92.6
Hiking	79	65.3
Photography	65	53.7
Viewing wildlife	52	43.0
Camping	48	39.7
Talking to people/residents	23	19.0
Museums	20	16.5
Shopping	19	15.7
Bird watching	19	15.7
Dining	15	12.4
Seeing historic places	11	9.1
Partying	8	6.6
Fourwheel driving	7	5.8
Attending family gatherings	4	3.3
Backpacking	2	1.7
Fishing	2	1.7
Horseback riding	1	0.8
Rock climbing	1	0.8
Visiting churches	1	0.8
Biking	1	0.8
Drawing	1	0.8
Canoeing	0	0.0
Motorcycling	0	0.0
Snowshoeing	0	0.0
Driving cattle	0	0.0
Snowmobiling	0	0.0
Skiing	0	0.0
Kayaking	0	0.0
Hunting	0	0.0
Boating	0	0.0
Rafting	0	0.0
Snowplay	0	0.0

\*Totals more than 100 percent due to multiple responses.

**Table 157. Experiences and benefits – Enjoyable place – Actual Sand Dunes – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of participants by importance response category*						
			-3	-2	-1	0	1	2	3
Enjoy the natural scenery	108	2.7	1.9	0.0	0.9	1.9	1.9	9.3	84.3
Spend time with my family and/or friends	103	2.6	1.9	0.0	1.0	3.9	3.9	3.9	85.4
Rest mentally	104	2.2	1.9	1.0	0.0	6.7	12.5	15.4	62.5
Get away from the usual demands of life	106	2.1	1.9	0.0	1.9	10.4	8.5	20.8	56.6
Get away from crowds	108	2.1	1.9	0.9	3.7	6.5	6.5	25.9	54.6
Strengthen family ties	102	2.1	2.0	0.0	1.0	16.7	5.9	15.7	58.8
Learn more about nature	105	2.0	1.9	1.0	0.0	7.6	13.3	29.5	46.7
Experience a sense of adventure	107	1.9	1.9	0.0	1.9	6.5	20.6	28.0	41.1
Be in a positive mood	106	1.9	0.9	0.9	0.9	15.1	16.0	17.9	48.1
Feel more well-connected with nature	108	1.9	0.9	1.9	1.9	13.0	13.0	26.9	42.6
Experience quiet	106	1.8	1.9	1.9	0.9	15.1	10.4	24.5	45.3
Be in a wild area	104	1.8	2.9	0.0	1.0	12.5	18.3	22.1	43.3
Be with people who enjoy the same things I do	105	1.8	3.8	1.0	1.9	15.2	11.4	14.3	52.4
Learn more about the natural history of the area	104	1.7	1.9	0.0	1.9	7.7	23.1	37.5	27.9
Experience solitude	104	1.7	2.9	1.0	0.0	18.3	17.3	21.2	39.4
Learn more about the cultural history of the area	105	1.6	0.0	1.0	2.9	12.4	27.6	27.6	28.6
Improve my physical well-being	106	1.6	0.9	0.9	0.0	20.8	21.7	22.6	33.0
Improve my outlook on life	103	1.5	1.9	1.0	1.9	23.3	15.5	21.4	35.0
Strengthen my desire to protect the natural environment	107	1.5	3.7	1.9	0.9	18.7	21.5	17.8	35.5
Strengthen ties to my friends	101	1.4	3.0	1.0	2.0	30.7	8.9	16.8	37.6
Feel more free	103	1.4	1.9	1.0	2.9	27.2	13.6	22.3	31.1
Nurture my spiritual values	102	1.4	4.9	2.0	2.0	24.5	13.7	13.7	39.2
Think about my personal values	102	1.3	2.0	1.0	2.0	31.4	16.7	17.6	29.4
Reduce feelings of depression or anxiety	102	1.1	4.9	2.0	2.0	32.4	12.7	15.7	30.4
Increase my spirituality	101	1.1	5.0	2.0	2.0	35.6	11.9	12.9	30.7
Better understand the human dependency on the land	102	1.0	2.0	1.0	3.9	41.2	14.7	12.7	24.5
Be more respectful of the property of locals	101	1.0	5.9	2.0	3.0	33.7	14.9	10.9	29.7
Be more sensitive to local cultures	102	1.0	3.9	2.0	4.9	25.5	27.5	16.7	19.6
Feel more self-confident	101	0.9	3.0	2.0	3.0	41.6	13.9	16.8	19.8
Experience a different culture	103	0.9	3.9	1.0	4.9	35.9	22.3	13.6	18.4
Increase my creativity	102	0.7	2.9	3.9	2.0	43.1	21.6	10.8	15.7
Improve my skills and abilities	103	0.5	8.7	3.9	2.9	41.7	14.6	8.7	19.4
Increase my work productivity	97	-0.3	22.7	6.2	2.1	43.3	11.3	5.2	9.3
Maintain pride in my race or cultural subgroup	101	-0.6	25.7	5.0	3.0	52.5	5.9	2.0	5.9

\*Importance: -3=Very unimportant  
 -2=Moderately unimportant  
 -1=Somewhat unimportant  
 0=Neither important nor unimportant

1=Somewhat important  
 2=Moderately important  
 3=Very important

**Table 158. Experiences and benefits – Enjoyable place – Actual Sand Dunes – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of participants by able to attain response category*			
			1	2	3	4
Enjoy the natural scenery	100	3.7	1.0	5.0	16.0	78.0
Spend time with my family and/or friends	96	3.7	3.1	6.3	10.4	80.2
Rest mentally	91	3.2	2.2	17.6	33.0	47.3
Get away from the usual demands of life	97	3.4	2.1	11.3	34.0	52.6
Get away from crowds	96	2.8	6.3	33.3	31.3	29.2
Strengthen family ties	87	3.2	5.7	13.8	29.9	50.6
Learn more about nature	95	3.3	1.1	7.4	47.4	44.2
Experience a sense of adventure	97	3.1	4.1	20.6	35.1	40.2
Be in a positive mood	94	3.2	2.1	20.2	35.1	42.6
Feel more well-connected with nature	96	3.1	2.1	24.0	38.5	35.4
Experience quiet	94	3.0	4.3	28.7	33.0	34.0
Be in a wild area	93	3.0	1.1	28.0	35.5	35.5
Be with people who enjoy the same things I do	93	3.5	1.1	9.7	25.8	63.4
Learn more about the natural history of the area	94	3.0	2.1	25.5	44.7	27.7
Experience solitude	92	2.6	14.1	38.0	23.9	23.9
Learn more about the cultural history of the area	95	2.6	8.4	38.9	36.8	15.8
Improve my physical well-being	91	3.0	4.4	27.5	33.0	35.2
Improve my outlook on life	87	2.9	8.0	25.3	37.9	28.7
Strengthen my desire to protect the natural environment	91	2.9	4.4	30.8	34.1	30.8
Strengthen ties to my friends	83	2.6	26.5	19.3	19.3	34.9
Feel more free	86	2.8	11.6	25.6	33.7	29.1
Nurture my spiritual values	86	2.8	11.6	23.3	33.7	31.4
Think about my personal values	83	2.8	9.6	32.5	25.3	32.5
Reduce feelings of depression or anxiety	81	2.8	11.1	25.9	29.6	33.3
Increase my spirituality	80	2.6	17.5	28.8	27.5	26.3
Better understand the human dependency on the land	83	2.4	15.7	44.6	24.1	15.7
Be more respectful of the property of locals	83	2.5	20.5	38.6	15.7	25.3
Be more sensitive to local cultures	85	2.3	18.8	41.2	27.1	12.9
Feel more self-confident	77	2.7	16.9	27.3	27.3	28.6
Experience a different culture	88	2.1	27.3	48.9	11.4	12.5
Increase my creativity	78	2.1	24.4	46.2	19.2	10.3
Improve my skills and abilities	79	2.2	27.8	39.2	20.3	12.7
Increase my work productivity	70	1.9	52.9	17.1	12.9	17.1
Maintain pride in my race or cultural subgroup	72	1.9	55.6	16.7	12.5	15.3

\*Able to attain: 1=Not at all able  
2=Somewhat able

3=Moderately able  
4=Totally able

**Table 159. Desired setting characteristics – Enjoyable place – Actual Sand Dunes - Visitors**

Survey Questions 12 and 13. Your ability to realize experiences and benefits is generally dependent on the SETTINGS where recreation occurs. If the place you wrote in as most enjoyable in Q#8 is in a natural landscape (zones 1, 3, or 6) please answer Q#12 and skip Q#13. However, if the place you circled is a community or cultural/historic site (zones 2, 4, 5, 7, or 8) please skip Q#12 and complete Q#13.

Q12a. For each of the following setting characteristics please indicate the condition that you believe would best help you achieve your desired experiences and benefits by circling the appropriate number (circle one response for each characteristic).

Desired setting characteristics	n	Mean	Percentage of participants by response category*				
			1	2	3	4	5
Facilities (restrooms, picnic table, etc.) provided	112	3.3	0.0	1.8	67.9	25.9	4.5
Staff available to talk to visitors	111	3.3	0.0	0.0	74.8	23.4	1.8
Visitor programs and interpretation	106	3.2	0.0	0.0	79.2	18.9	1.9
Facilities maintenance	111	3.2	0.0	0.9	89.4	8.8	0.9
Road maintenance	113	3.1	0.9	0.0	89.4	8.8	0.9
Regulations on visitors	113	3.0	1.8	1.8	88.5	8.0	0.0
Vehicle access to the area	114	3.0	1.8	3.5	86.8	7.0	0.9
Number of people allowed in the area	114	2.9	1.8	11.4	85.1	1.8	0.0
Change to the natural environment	111	2.8	8.1	7.2	82.9	1.8	0.0
Motorized use allowed	112	2.8	9.8	11.6	72.3	4.5	1.8

- \*Amount of change:
- 1=A lot less
  - 2=A little less
  - 3=Leave as is
  - 4=A little more
  - 5=A lot more

Visitors to Great Sand Dunes N.M., Visitor Center, and  
Pinyon Flats C.G.

<b>Table 160. Activities, Enjoyable place – Great Sand Dunes National Monument, Visitor Center and Pinyon Flats Campground – Visitors</b>		
<b>Survey Question 9. Please check all the activities that you participated in while you were in the location you just identified as most enjoyable (in question #8). Check all that apply. (n=83)</b>		
<b>Activities</b>	<b>Freq</b>	<b>Percentage of participants engaging in each activity*</b>
General sightseeing	80	96.4
Hiking	55	66.3
Photography	52	62.7
Viewing wildlife	47	56.6
Camping	28	33.7
Talking to people/residents	23	27.7
Museums	18	21.7
Dining	17	20.5
Shopping	16	19.3
Seeing historic places	14	16.9
Bird watching	11	13.3
Attending family gatherings	8	9.6
Fourwheel driving	8	9.6
Backpacking	6	7.2
Partying	5	6.0
Motorcycling	3	3.6
Biking	3	3.6
Drawing	3	3.6
Horseback riding	2	2.4
Fishing	1	1.2
Rock climbing	1	1.2
Visiting churches	1	1.2
Skiing	1	1.2
Hunting	1	1.2
Rafting	1	1.2
Canoeing	0	0.0
Snowshoeing	0	0.0
Driving cattle	0	0.0
Snowmobiling	0	0.0
Kayaking	0	0.0
Boating	0	0.0
Snowplay	0	0.0

\*Totals more than 100 percent due to multiple responses.

**Table 161. Experiences and benefits – Enjoyable place – Great Sand Dunes National Monument, Visitor Center, and Pinyon Flats Campground – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of respondents by importance response category*						
			-3	-2	-1	0	1	2	3
Spend time with my family, friends	72	2.7	0.0	0.0	0.0	4.2	2.8	8.3	84.7
Enjoy the natural scenery	74	2.7	0.0	0.0	0.0	2.7	2.7	16.2	78.4
Strengthen family ties	70	2.6	0.0	0.0	0.0	10.0	29.0	8.6	78.6
Be in a positive mood	72	2.4	0.0	0.0	0.0	6.9	6.9	26.4	59.7
Get away from the usual demands of life	73	2.3	0.0	0.0	0.0	8.2	5.5	30.1	56.2
Rest mentally	71	2.3	0.0	2.8	0.0	9.9	4.2	18.3	64.8
Feel more well-connected with nature	70	2.1	0.0	0.0	0.0	8.6	14.3	31.4	45.7
Learn more about nature	73	2.1	0.0	0.0	1.4	11.0	13.7	26.0	47.9
Be with people who enjoy the same things I do	70	2.1	0.0	1.4	0.0	15.7	11.4	15.7	55.7
Experience a sense of adventure	74	2.1	0.0	0.0	0.0	9.5	16.2	32.4	41.9
Get away from crowds	70	2.0	2.9	0.0	0.0	11.4	12.9	22.9	50.0
Strengthen my desire to protect the natural environment	71	2.0	0.0	1.4	2.8	14.1	9.9	23.9	47.9
Experience quiet	71	1.9	0.0	2.8	2.8	9.9	15.5	23.9	45.1
Improve my outlook on life	71	1.8	1.4	0.0	0.0	15.5	15.5	29.6	38.0
Be in a wild area	72	1.8	0.0	1.4	0.0	18.1	15.3	25.0	40.3
Feel more free	71	1.8	0.0	1.4	1.4	21.1	11.3	19.7	45.1
Learn more about the natural history of the area	74	1.7	1.4	0.0	0.0	10.8	27.0	33.8	27.0
Nurture my spiritual values	69	1.6	4.3	0.0	0.0	20.3	15.9	23.2	36.2
Experience solitude	70	1.5	2.9	0.0	2.9	18.6	20.0	21.4	34.3
Be more respectful of the property of locals	70	1.5	2.9	1.4	0.0	25.7	15.7	17.1	37.1
Learn more about the cultural history of the area	69	1.5	2.9	1.4	2.9	10.1	26.1	31.9	24.6
Better understand the human dependency on the land	69	1.4	1.4	0.0	1.4	24.6	20.3	27.5	24.6
Improve my physical well-being	70	1.4	2.9	0.0	0.0	25.7	22.9	18.6	30.0
Increase my spirituality	70	1.4	4.3	0.0	0.0	27.1	14.3	24.3	30.0
Think about my personal values	70	1.3	1.4	2.9	2.9	24.3	21.4	18.6	28.6
Strengthen ties to my friends	67	1.2	4.5	1.5	1.5	37.3	10.4	10.4	34.3
Be more sensitive to local cultures	68	1.1	4.4	0.0	2.9	32.4	14.7	25.0	20.6
Reduce feelings of depression or anxiety	71	1.1	11.3	0.0	0.0	28.2	12.7	15.5	32.4
Feel more self-confident	69	0.9	4.3	2.9	0.0	36.2	18.8	24.6	13.0
Increase my creativity	70	0.9	4.3	0.0	1.4	42.9	18.6	17.1	15.7
Improve my skills and abilities	69	0.7	5.8	0.0	1.4	44.9	17.4	17.4	13.0
Experience a different culture	68	0.5	7.4	4.4	0.0	41.2	17.6	20.6	8.8
Maintain pride in my race or cultural subgroup	68	0.01	14.7	2.9	4.4	51.5	8.8	5.9	11.8
Increase my work productivity	66	-0.09	18.2	4.5	0.0	51.5	6.1	10.6	9.1

\*Importance: -3=Very unimportant  
 -2=Moderately unimportant  
 -1=Somewhat unimportant  
 0=Neither important nor unimportant

1=Somewhat important  
 2=Moderately important  
 3=Very important

**Table 162. Experiences and benefits – Enjoyable place – Great Sand Dunes National Monument, Visitor Center, and Pinyon Flats Campground – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how **important** each of the following is to you and second, the degree to which you were able to **realize or attain** each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of participants by able to attain response category*			
			1	2	3	4
Spend time with my family and/or friends	68	3.7	2.9	1.5	17.6	77.9
Enjoy the natural scenery	68	3.7	1.5	4.4	16.2	77.9
Rest mentally	63	3.5	1.6	4.8	38.1	55.6
Strengthen family ties	66	3.4	9.1	0.0	28.8	62.1
Learn more about nature	67	3.4	3.0	4.5	40.3	52.2
Get away from the usual demands of life	68	3.4	1.5	10.3	33.8	54.4
Be in a positive mood	66	3.4	0.0	16.7	28.8	54.5
Feel more well-connected with nature	64	3.3	8.6	14.3	31.4	45.7
Experience a sense of adventure	69	3.3	1.4	13.0	40.6	44.9
Be with people who enjoy the same things I do	65	3.2	4.6	15.4	32.3	47.7
Feel more free	64	3.1	6.3	21.9	23.4	48.4
Improve my outlook on life	67	3.1	6.0	17.9	34.3	41.8
Strengthen my desire to protect the natural environment	64	3.1	6.3	20.3	31.3	42.2
Experience quiet	64	3.0	4.7	14.1	53.1	28.1
Be in a wild area	64	3.0	1.6	29.7	31.3	37.5
Learn more about the natural history of the area	69	3.0	4.3	23.2	37.7	34.8
Nurture my spiritual values	59	2.9	10.2	18.6	37.3	33.9
Think about my personal values	60	2.9	10.0	20.0	35.0	35.0
Better understand the human dependency on the land	61	2.9	8.2	26.2	31.1	34.4
Learn more about the cultural history of the area	65	2.8	10.8	26.2	30.8	32.3
Feel more self-confident	58	2.8	10.3	25.9	34.5	29.3
Reduce feelings of depression or anxiety	61	2.8	18.0	16.4	31.1	34.4
Get away from crowds	66	2.8	9.1	31.8	33.3	25.8
Be more respectful of the property of locals	62	2.7	16.1	32.3	12.9	38.7
Increase my spirituality	60	2.7	18.3	23.3	25.0	33.3
Strengthen ties to my friends	53	2.7	26.4	13.2	26.4	34.0
Experience solitude	64	2.7	9.4	43.8	17.2	29.7
Improve my physical well-being	64	2.7	18.8	26.6	23.4	31.3
Be more sensitive to local cultures	59	2.5	20.3	28.8	32.2	18.6
Increase my creativity	59	2.5	23.7	30.5	18.6	27.1
Improve my skills and abilities	59	2.3	27.1	35.6	15.3	22.0
Experience a different culture	56	2.2	30.4	30.4	23.2	16.1
Increase my work productivity	46	2.2	41.3	19.6	13.0	26.1
Maintain pride in my race or cultural subgroup	47	2.1	44.7	17.0	19.1	19.1

\*Able to attain: 1=Not at all able  
2=Somewhat able

3=Moderately able  
4=Totally able

**Table 163. Desired setting characteristics – Enjoyable place – Great Sand Dunes National Monument, Visitor Center, and Pinyon Flats Campground - Visitors**

Survey Questions 12 and 13. Your ability to realize experiences and benefits is generally dependent on the SETTINGS where recreation occurs. If the place you wrote in as most enjoyable in Q#8 is in a natural landscape (zones 1, 3, or 6) please answer Q#12 and skip Q#13. However, if the place you circled is a community or cultural/historic site (zones 2, 4, 5, 7, or 8) please skip Q#12 and complete Q#13.

Q12a. For each of the following setting characteristics please indicate the condition that you believe would best help you achieve your desired experiences and benefits by circling the appropriate number (circle one response for each characteristic).

Desired setting characteristics	n	Mean	Percentage of participants by response category*				
			1	2	3	4	5
Facilities (restrooms, picnic table, etc.) provided	76	3.4	0.0	0.0	67.1	25.0	7.9
Staff available to talk to visitors	75	3.3	0.0	0.0	68.0	29.3	2.7
Facilities maintenance	76	3.3	0.0	1.3	73.7	21.1	3.9
Visitor programs and interpretation	73	3.3	0.0	0.0	72.6	27.4	0.0
Road maintenance	76	3.1	0.0	1.3	84.2	13.2	1.3
Regulations on visitors	74	3.1	0.0	0.0	91.9	5.4	2.7
Vehicle access to the area	78	3.0	1.3	2.6	91.0	3.8	1.3
Number of people allowed in the area	76	2.9	0.0	10.5	88.2	0.0	1.3
Change to the natural environment	75	2.9	8.0	5.3	81.3	2.7	2.7
Motorized use allowed	73	2.7	8.2	16.4	72.6	2.7	0.0

\*Amount of change:  
 1=A lot less  
 2=A little less  
 3=Leave as is  
 4=A little more  
 5=A lot more

## Visitors to U.S. Forest Service Sites

**Table 164. Activities, Enjoyable place – USFS Sites – Visitors**

Survey Question 9. Please check all the activities that you participated in while you were in the location you just identified as most enjoyable (in question #8). Check all that apply. (n=40)

Activities	Freq	Percentage of participants engaging in each activity*
Camping	32	80.0
General sightseeing	31	77.5
Fishing	28	70.0
Viewing wildlife	27	67.5
Photography	16	40.0
Talking to people/residents	13	32.5
Bird watching	13	32.5
Hiking	13	32.5
Attending family gatherings	9	22.5
Shopping	8	20.0
Dining	6	15.0
Backpacking	5	12.5
Museums	4	10.0
Seeing historic places	4	10.0
Biking	4	10.0
Fourwheel driving	3	7.5
Visiting churches	3	7.5
Horseback riding	2	5.0
Canoeing	1	2.5
Rock climbing	1	2.5
Skiing	1	2.5
Kayaking	1	2.5
Partying	1	2.5
Motorcycling	0	0.0
Snowshoeing	0	0.0
Driving cattle	0	0.0
Snowmobiling	0	0.0
Hunting	0	0.0
Boating	0	0.0
Drawing	0	0.0
Rafting	0	0.0
Snowplay	0	0.0

\*Totals more than 100 percent due to multiple responses.

**Table 165. Experiences and benefits – Enjoyable place – USFS Sites – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of participants by importance response category*						
			-3	-2	-1	0	1	2	3
Enjoy the natural scenery	37	2.5	2.7	0.0	0.0	0.0	2.7	24.3	70.3
Get away from crowds	38	2.4	2.6	0.0	0.0	2.6	5.3	26.3	63.2
Experience quiet	37	2.4	2.7	0.0	0.0	0.0	10.8	24.3	62.2
Experience solitude	37	2.4	0.0	0.0	0.0	5.4	8.1	29.7	56.8
Rest mentally	33	2.3	2.7	0.0	0.0	5.4	10.8	10.8	70.3
Spend time with my family and/or friends	36	2.3	2.8	0.0	0.0	5.6	8.3	16.7	66.7
Get away from the usual demands of life	38	2.3	0.0	2.6	0.0	5.3	10.5	18.4	63.2
Be in a wild area	35	2.2	0.0	0.0	0.0	5.7	14.3	34.3	45.7
Be with people who enjoy the same things I do	36	2.1	2.8	0.0	0.0	8.3	16.7	13.9	58.3
Strengthen family ties	38	2.0	0.0	2.6	0.0	18.4	7.9	10.5	60.5
Be in a positive mood	36	1.8	0.0	2.8	0.0	16.7	11.1	36.1	33.3
Feel more well-connected with nature	36	1.8	0.0	0.0	5.6	11.1	22.2	22.2	38.9
Improve my outlook on life	37	1.8	0.0	0.0	2.7	24.3	10.8	18.9	43.2
Learn more about nature	35	1.7	0.0	0.0	0.0	20.0	20.0	28.6	31.4
Nurture my spiritual values	35	1.7	0.0	2.9	0.0	28.6	5.7	17.1	45.7
Experience a sense of adventure	35	1.7	0.0	0.0	0.0	14.3	31.4	22.9	31.4
Feel more free	36	1.7	0.0	0.0	0.0	30.6	11.1	19.4	38.9
Strengthen my desire to protect the natural environment	35	1.7	2.9	0.0	0.0	20.0	17.1	22.9	37.1
Strengthen ties to my friends	37	1.5	0.0	0.0	2.7	29.7	13.5	18.9	35.1
Improve my physical well-being	36	1.5	2.8	0.0	2.8	22.2	13.9	25.0	33.3
Increase my spirituality	36	1.5	2.8	0.0	2.8	25.0	16.7	11.1	41.7
Reduce feelings of depression or anxiety	38	1.4	2.6	2.6	0.0	31.6	13.2	10.5	39.5
Think about my personal values	35	1.3	8.6	2.9	2.9	17.1	14.3	11.4	42.9
Be more respectful of the property of locals	36	1.2	2.8	0.0	0.0	38.9	19.4	8.3	30.6
Improve my skills and abilities	36	1.2	0.0	0.0	0.0	36.1	27.8	19.4	16.7
Feel more self-confident	35	1.0	8.6	0.0	2.9	34.3	14.3	8.6	31.4
Increase my creativity	36	1.0	0.0	0.0	0.0	47.2	25.0	11.1	16.7
Learn more about the cultural history of the area	34	0.9	8.8	0.0	0.0	17.6	32.4	35.3	5.9
Learn more about the natural history of the area	37	0.9	2.7	5.4	0.0	27.0	29.7	24.3	10.8
Better understand the human dependency on the land	37	0.9	5.4	5.4	0.0	29.7	24.3	10.8	24.3
Be more sensitive to local cultures	36	0.7	5.6	2.8	0.0	30.6	41.7	8.3	11.1
Experience a different culture	34	0.4	5.9	2.9	0.0	58.8	11.8	8.8	11.8
Increase my work productivity	35	0.02	11.4	2.9	5.7	51.4	17.1	2.9	8.6
Maintain pride in my race or cultural subgroup	35	-0.2	20.0	2.9	0.0	57.1	2.9	5.7	11.4

\*Importance: -3=Very unimportant  
 -2=Moderately unimportant  
 -1=Somewhat unimportant  
 0=Neither important nor unimportant

1=Somewhat important  
 2=Moderately important  
 3=Very important

**Table 166. Experiences and benefits – Enjoyable place – USFS Sites – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of participants by able to attain response category*			
			1	2	3	4
Enjoy the natural scenery	36	3.8	0.0	0.0	16.7	83.3
Spend time with my family and/or friends	33	3.6	6.1	0.0	24.2	69.7
Experience quiet	36	3.5	2.8	8.3	22.2	66.7
Rest mentally	33	3.5	3.0	9.1	21.2	66.7
Get away from crowds	34	3.5	0.0	11.8	29.4	58.8
Strengthen family ties	30	3.5	3.3	10.0	23.3	63.3
Feel more free	28	3.4	3.6	7.1	32.1	57.1
Be in a wild area	31	3.4	0.0	16.1	25.8	58.1
Get away from the usual demands of life	34	3.4	2.9	8.8	32.4	55.9
Be with people who enjoy the same things I do	30	3.4	3.3	16.7	16.7	63.3
Experience solitude	34	3.4	5.9	5.9	32.4	55.9
Feel more well-connected with nature	29	3.4	0.0	17.2	27.6	55.2
Strengthen my desire to protect the natural environment	29	3.3	0.0	20.7	24.1	55.2
Increase my spirituality	27	3.3	3.7	14.8	25.9	55.6
Improve my outlook on life	30	3.3	3.3	13.3	33.3	50.0
Learn more about nature	27	3.3	0.0	22.2	29.6	48.1
Think about my personal values	29	3.2	0.0	24.1	27.6	48.3
Nurture my spiritual values	29	3.2	10.3	10.3	24.1	55.2
Strengthen ties to my friends	27	3.2	7.4	14.8	25.9	51.9
Experience a sense of adventure	30	3.2	3.3	13.3	43.3	40.0
Be in a positive mood	32	3.2	6.3	12.5	37.5	43.8
Reduce feelings of depression or anxiety	29	3.1	6.9	24.1	20.7	48.3
Be more respectful of the property of locals	25	3.1	8.0	20.0	28.0	44.0
Improve my physical well-being	30	3.1	10.0	16.7	30.0	43.3
Feel more self-confident	27	3.0	7.4	22.2	29.6	40.7
Better understand the human dependency on the land	27	2.8	11.1	29.6	25.9	33.3
Learn more about the cultural history of the area	29	2.7	3.4	44.8	27.6	24.1
Learn more about the natural history of the area	29	2.6	6.9	41.4	34.5	17.2
Increase my creativity	23	2.6	4.3	52.2	21.7	21.7
Improve my skills and abilities	27	2.6	14.8	37.0	25.9	22.2
Be more sensitive to local cultures	26	2.5	7.7	50.0	23.1	19.2
Increase my work productivity	23	2.5	21.7	34.8	13.0	30.4
Experience a different culture	23	2.4	26.1	34.8	13.0	26.1
Maintain pride in my race or cultural subgroup	22	2.2	40.9	22.7	9.1	27.3

\*Able to attain: 1=Not at all able  
2=Somewhat able

3=Moderately able  
4=Totally able

**Table 167. Desired setting characteristics – Enjoyable place – USFS Sites – Visitors**

Survey Questions 12 and 13. Your ability to realize experiences and benefits is generally dependent on the SETTINGS where recreation occurs. If the place you wrote in as most enjoyable in Q#8 is in a natural landscape (zones 1, 3, or 6) please answer Q#12 and skip Q#13. However, if the place you circled is a community or cultural/historic site (zones 2, 4, 5, 7, or 8) please skip Q#12 and complete Q#13.

Q12a. For each of the following setting characteristics please indicate the condition that you believe would best help you achieve your desired experiences and benefits by circling the appropriate number (circle one response for each characteristic).

Desired setting characteristics	n	Mean	Percentage of participants by response category*				
			1	2	3	4	5
Road maintenance	39	3.4	0.0	0.0	64.1	28.2	7.7
Facilities (restrooms, picnic table, etc.) provided	39	3.4	0.0	0.0	69.2	20.5	10.3
Facilities maintenance	39	3.3	0.0	2.6	69.2	23.1	5.1
Visitor programs and interpretation	37	3.2	0.0	10.8	59.5	29.7	0.0
Vehicle access to the area	39	3.1	2.6	5.1	71.8	17.9	2.6
Number of people allowed in the area	38	3.1	0.0	10.5	78.9	5.3	5.3
Staff available to talk to visitors	39	3.0	2.6	5.1	76.9	15.4	0.0
Regulations on visitors	39	2.9	0.0	10.3	84.6	5.1	0.0
Change to the natural environment	39	2.8	12.8	5.1	74.4	5.1	2.6
Motorized use allowed	39	2.7	2.6	25.6	69.2	2.6	0.0

\*Amount of change:  
 1=A lot less  
 2=A little less  
 3=Leave as is  
 4=A little more  
 5=A lot more

## Visitors to the Cumbres and Toltec Railroad

**Table 168. Activities, Enjoyable place – Cumbres and Toltec Railroad – Visitors**

Survey Question 9. Please check all the activities that you participated in while you were in the location you just identified as most enjoyable (in question #8). Check all that apply. (n=102)

<b>Activities</b>	<b>Freq</b>	<b>Percentage of participants engaging in each activity*</b>
General sightseeing	99	97.1
Photography	60	58.8
Seeing historic places	46	45.1
Viewing wildlife	38	37.3
Dining	26	25.5
Shopping	23	22.5
Talking to people/residents	22	21.6
Museums	15	14.7
Visiting churches	15	14.7
Hiking	10	9.8
Camping	9	8.8
Attending family gatherings	7	6.9
Bird watching	7	6.9
Fourwheel driving	5	4.9
Fishing	4	3.9
Partying	3	2.9
Backpacking	2	2.0
Rock climbing	2	2.0
Horseback riding	1	1.0
Motorcycling	1	1.0
Biking	1	1.0
Drawing	1	1.0
Snowplay	1	1.0
Canoeing	0	0.0
Snowshoeing	0	0.0
Driving cattle	0	0.0
Snowmobiling	0	0.0
Skiing	0	0.0
Kayaking	0	0.0
Hunting	0	0.0
Boating	0	0.0
Rafting	0	0.0

\*Totals more than 100 percent due to multiple responses.

**Table 169. Experiences and benefits – Enjoyable place – Cumbres and Toltec Railroad – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of participants by importance response category*						
			-3	-2	-1	0	1	2	3
Enjoy the natural scenery	87	2.6	1.1	0.0	0.0	2.3	1.1	19.5	75.9
Spend time with my family and/or friends	83	2.2	3.6	1.2	0.0	3.6	10.8	15.7	65.1
Get away from the usual demands of life	83	2.1	2.4	0.0	0.0	7.2	14.5	27.7	48.2
Experience a sense of adventure	83	2.0	1.2	0.0	0.0	7.2	21.7	24.1	45.8
Be in a positive mood	83	1.8	2.4	1.2	0.0	13.3	18.1	25.3	39.8
Be with people who enjoy the same things I do	63	1.7	2.4	0.0	1.2	14.1	15.3	32.9	34.1
Learn more about the cultural history of the area	87	1.7	1.1	1.1	1.1	8.0	26.4	32.2	29.9
Rest mentally	83	1.7	3.6	0.0	1.2	13.3	15.7	28.9	37.3
Be in a wild area	82	1.7	3.7	0.0	0.0	9.8	18.3	37.8	30.5
Strengthen family ties	80	1.6	5.0	1.3	0.0	21.3	10.0	18.8	43.8
Learn more about the natural history of the area	85	1.6	1.2	1.2	0.0	9.4	31.8	35.3	21.2
Strengthen my desire to protect the natural environment	84	1.6	2.4	1.2	0.0	22.6	14.3	25.0	34.5
Learn more about nature	80	1.6	2.5	0.0	0.0	16.3	23.8	31.8	26.3
Improve my outlook on life	79	1.4	3.8	0.0	1.3	22.8	17.7	24.1	30.4
Feel more well-connected with nature	83	1.4	6.0	0.0	0.0	15.7	25.3	26.5	26.5
Feel more free	79	1.4	5.1	1.3	1.3	22.8	12.7	27.8	29.1
Experience quiet	85	1.3	5.9	4.7	1.2	21.2	10.6	18.8	37.6
Get away from crowds	84	1.3	6.0	2.4	2.4	19.0	19.0	21.4	29.8
Nurture my spiritual values	79	1.1	5.1	1.3	0.0	35.4	12.7	24.1	21.5
Be more respectful of the property of locals	79	1.1	3.8	0.0	2.5	38.0	15.2	16.5	24.1
Be more sensitive to local cultures	79	1.0	5.1	1.3	2.5	22.8	26.6	27.8	13.9
Experience solitude	82	1.0	7.3	1.2	1.2	34.1	14.6	17.1	24.4
Better understand the human dependency on the land	79	0.9	7.6	0.0	1.3	34.2	16.5	19.0	21.5
Increase my spirituality	81	0.9	4.9	1.2	1.2	39.5	14.8	17.3	21.0
Reduce feelings of depression or anxiety	79	0.9	7.6	2.5	1.3	31.6	15.2	17.7	24.1
Think about my personal values	83	0.9	6.0	3.6	0.0	38.6	15.7	12.0	24.1
Strengthen ties to my friends	80	0.8	7.5	1.3	0.0	47.5	7.5	13.8	22.5
Improve my physical well-being	82	0.7	8.5	1.2	1.2	35.4	22.0	14.6	17.1
Experience a different culture	83	0.6	8.4	1.2	1.2	39.8	19.3	19.3	10.8
Increase my creativity	80	0.4	8.8	1.3	3.8	41.3	22.5	12.5	10.0
Feel more self-confident	81	0.3	8.6	3.7	1.2	53.1	9.9	12.3	11.1
Improve my skills and abilities	80	0.1	10.0	3.8	3.8	52.5	15.0	3.8	11.3
Increase my work productivity	80	-0.1	18.8	2.5	1.3	50.0	8.8	12.5	6.3
Maintain pride in my race or cultural subgroup	80	-0.1	20.0	1.3	0.0	55.0	7.5	6.3	10.0

\*Importance: -3=Very unimportant  
 -2=Moderately unimportant  
 -1=Somewhat unimportant  
 0=Neither important nor unimportant

1=Somewhat important  
 2=Moderately important  
 3=Very important

**Table 170. Experiences and benefits – Enjoyable place – Cumbres and Toltec Railroad – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of participants by able to attain response category*			
			1	2	3	4
Enjoy the natural scenery	70	3.8	0.0	2.9	14.3	82.9
Spend time with my family and/or friends	68	3.5	4.4	8.8	14.7	72.1
Be with people who enjoy the same things I do	63	3.4	0.0	11.1	33.3	55.6
Get away from the usual demands of life	70	3.4	1.4	11.4	31.4	55.7
Experience a sense of adventure	69	3.3	2.9	14.5	34.8	47.8
Be in a positive mood	66	3.2	4.5	12.1	37.9	45.5
Be in a wild area	65	3.2	3.1	16.9	33.8	46.2
Rest mentally	64	3.2	7.8	10.9	37.5	43.8
Strengthen family ties	61	3.2	4.9	18.0	32.8	44.3
Feel more well-connected with nature	60	3.0	1.7	30.0	31.7	36.7
Learn more about the cultural history of the area	68	3.0	4.4	23.5	39.7	32.4
Learn more about the natural history of the area	69	2.9	4.3	29.0	39.1	27.5
Nurture my spiritual values	53	2.9	13.2	15.1	41.5	30.2
Improve my outlook on life	62	2.9	9.7	24.2	37.1	29.0
Feel more free	55	2.8	7.3	23.6	47.3	21.8
Learn more about nature	61	2.8	8.2	27.9	37.7	26.2
Strengthen my desire to protect the natural environment	64	2.8	6.3	32.8	34.4	26.6
Reduce feelings of depression or anxiety	56	2.8	8.9	33.9	25.0	32.1
Be more respectful of the property of locals	54	2.7	14.8	31.5	20.4	33.3
Get away from crowds	64	2.7	12.5	31.3	29.7	26.6
Better understand the human dependency on the land	57	2.7	15.8	26.3	29.8	28.1
Experience quiet	62	2.7	17.7	25.8	27.4	29.0
Think about my personal values	54	2.7	16.7	35.2	13.0	35.2
Be more sensitive to local cultures	57	2.6	12.3	29.8	40.4	17.5
Increase my spirituality	53	2.6	17.0	30.2	32.1	20.8
Experience solitude	54	2.6	20.4	25.9	31.5	22.2
Strengthen ties to my friends	52	2.5	34.6	13.5	19.2	32.7
Experience a different culture	59	2.4	18.6	39.0	22.0	20.3
Feel more self-confident	47	2.4	29.8	27.7	19.1	23.4
Improve my physical well-being	56	2.3	30.4	30.4	17.9	21.4
Maintain pride in my race or cultural subgroup	44	2.3	34.1	25.0	18.2	22.7
Increase my creativity	51	2.1	33.3	35.3	19.6	11.8
Improve my skills and abilities	48	2.0	45.8	25.0	16.7	12.5
Increase my work productivity	47	1.9	42.6	36.2	8.5	12.8

\*Able to attain: 1=Not at all able  
2=Somewhat able

3=Moderately able  
4=Totally able

**Table 171. Desired setting characteristics – Enjoyable place – Cumbres and Toltec Railroad - Visitors**

Survey Questions 12 and 13. Your ability to realize experiences and benefits is generally dependent on the SETTINGS where recreation occurs. If the place you wrote in as most enjoyable in Q#8 is in a natural landscape (zones 1, 3, or 6) please answer Q#12 and skip Q#13. However, if the place you circled is a community or cultural/historic site (zones 2, 4, 5, 7, or 8) please skip Q#12 and complete Q#13.

Q12a. For each of the following setting characteristics please indicate the condition that you believe would best help you achieve your desired experiences and benefits by circling the appropriate number (circle one response for each characteristic).

Desired setting characteristics	n	Mean	Percentage of participants by response category*				
			1	2	3	4	5
Staff available to talk to visitors	78	3.3	1.3	0.0	71.8	20.5	6.4
Visitor programs and interpretation	75	3.3	1.3	0.0	68.0	28.0	2.7
Facilities (restrooms, picnic table, etc.) provided	76	3.3	2.6	0.0	67.1	26.3	3.9
Facilities maintenance	76	3.2	2.6	0.0	81.6	10.5	5.3
Road maintenance	74	3.1	2.7	1.4	81.1	9.5	5.4
Regulations on visitors	77	3.0	2.6	2.6	84.4	7.8	2.6
Vehicle access to the area	77	3.0	3.9	1.3	89.6	3.9	1.3
Change to the natural environment	76	2.9	3.9	3.9	89.5	1.3	1.3
Number of people allowed in the area	77	2.9	3.9	9.1	83.1	3.9	0.0
Motorized use allowed	75	2.7	10.7	10.7	74.7	4.0	0.0

\*Amount of change:  
 1=A lot less  
 2=A little less  
 3=Leave as is  
 4=A little more  
 5=A lot more

## Visitors to Stations of the Cross Shrine

**Table 172. Activities, Enjoyable place – Stations of the Cross Shrine – Visitors**

Survey Question 9. Please check all the activities that you participated in while you were in the location you just identified as most enjoyable (in question #8). Check all that apply. (n=32)

Activities	Freq	Percentage of participants engaging in each activity*
General sightseeing	27	84.4
Visiting churches	17	53.1
Photography	15	46.9
Seeing historic places	14	43.8
Talking to people/residents	12	37.5
Dining	6	18.8
Museums	5	15.6
Shopping	5	15.6
Viewing wildlife	5	15.6
Attending family gatherings	4	12.5
Hiking	4	12.5
Camping	1	3.1
Fishing	1	3.1
Biking	1	3.1
Canoeing	0	0.0
Horseback riding	0	0.0
Fourwheel driving	0	0.0
Backpacking	0	0.0
Motorcycling	0	0.0
Snowshoeing	0	0.0
Driving cattle	0	0.0
Bird watching	0	0.0
Rock climbing	0	0.0
Snowmobiling	0	0.0
Skiing	0	0.0
Kayaking	0	0.0
Hunting	0	0.0
Boating	0	0.0
Drawing	0	0.0
Rafting	0	0.0
Partying	0	0.0
Snowplay	0	0.0

\*Totals more than 100 percent due to multiple responses .

**Table 173. Experiences and benefits – Enjoyable place – Stations of the Cross Shrine – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of participants by importance Response category*						
			-3	-2	-1	0	1	2	3
Spend time with my family and/or friends	25	2.4	0.0	4.0	0.0	8.0	4.0	8.0	76.0
Enjoy the natural scenery	25	2.1	4.0	4.0	0.0	8.0	4.0	12.0	68.0
Be with people who enjoy the same things I do	26	2.1	3.8	3.8	0.0	7.7	7.7	7.7	69.2
Increase my spirituality	25	2.1	0.0	8.0	0.0	8.0	8.0	12.0	64.0
Get away from the usual demands of life	25	2.0	0.0	8.0	0.0	4.0	12.0	24.0	52.0
Strengthen ties to my friends	24	2.0	0.0	4.2	0.0	12.5	16.7	12.5	54.2
Improve my outlook on life	25	2.0	0.0	4.0	0.0	12.0	12.0	24.0	48.0
Think about my personal values	25	1.9	0.0	4.0	0.0	16.0	12.0	16.0	52.0
Be in a positive mood	26	1.9	3.8	3.8	0.0	11.5	7.7	15.4	57.7
Nurture my spiritual values	25	1.9	4.0	4.0	0.0	12.0	8.0	12.0	60.0
Strengthen family ties	25	1.9	0.0	4.0	0.0	20.0	8.0	16.0	52.0
Be more respectful of the property of locals	24	1.7	0.0	4.2	4.2	12.5	16.7	20.8	41.7
Experience quiet	25	1.7	4.0	4.0	0.0	8.0	20.0	24.0	40.0
Experience solitude	25	1.7	4.0	4.0	0.0	8.0	16.0	32.0	36.0
Rest mentally	25	1.6	4.0	4.0	4.0	12.0	8.0	24.0	44.0
Strengthen my desire to protect the natural environment	25	1.6	4.0	4.0	4.0	12.0	20.0	8.0	48.0
Get away from crowds	25	1.6	4.0	4.0	0.0	24.0	4.0	20.0	44.0
Improve my physical well-being	25	1.6	4.0	0.0	4.0	24.0	8.0	16.0	44.0
Be more sensitive to local cultures	26	1.5	3.8	7.7	0.0	11.5	15.4	19.2	42.3
Feel more free	24	1.5	0.0	4.2	4.2	20.8	12.5	20.8	37.5
Learn more about the cultural history of the area	25	1.5	8.0	0.0	0.0	12.0	16.0	32.0	32.0
Reduce feelings of depression or anxiety	25	1.4	0.0	4.0	4.0	20.0	20.0	20.0	32.0
Learn more about nature	25	1.4	4.0	0.0	4.0	24.0	20.0	12.0	36.0
Feel more well-connected with nature	24	1.2	4.2	4.2	4.2	20.8	16.7	16.7	33.3
Learn more about the natural history of the area	25	1.2	4.0	4.0	4.0	16.0	24.0	24.0	24.0
Better understand the human dependency on the land	25	1.2	0.0	8.0	4.0	28.0	16.0	8.0	36.0
Experience a different culture	24	1.1	8.3	0.0	4.2	25.0	16.7	12.5	33.3
Experience a sense of adventure	25	1.1	0.0	8.0	0.0	28.0	24.0	16.0	24.0
Improve my skills and abilities	24	0.9	0.0	0.0	12.5	37.5	12.5	20.8	16.7
Increase my creativity	24	0.9	0.0	4.2	12.5	33.3	16.7	8.3	25.0
Feel more self-confident	24	0.8	4.2	4.2	4.2	37.5	12.5	16.7	20.8
Be in a wild area	24	0.7	8.3	0.0	8.3	33.3	16.7	8.3	25.0
Maintain pride in my race or cultural subgroup	24	0.3	16.7	0.0	4.2	45.8	4.2	8.3	20.8
Increase my work productivity	22	0.2	4.5	4.5	4.5	63.6	9.1	4.5	9.1

\*Importance: -3=Very unimportant  
 -2=Moderately unimportant  
 -1=Somewhat unimportant  
 0=Neither important nor unimportant

1=Somewhat important  
 2=Moderately important  
 3=Very important

**Table 174. Experiences and benefits – Enjoyable place – Stations of the Cross Shrine – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of participants by able to attain response category*			
			1	2	3	4
Enjoy the natural scenery	22	3.8	0.0	0.0	18.2	81.8
Spend time with my family and/or friends	23	3.6	0.0	13.0	8.7	78.3
Rest mentally	21	3.6	0.0	9.5	19.0	71.4
Nurture my spiritual values	22	3.6	0.0	13.6	13.6	72.7
Be with people who enjoy the same things I do	23	3.5	4.3	4.3	30.4	60.9
Be in a positive mood	24	3.5	4.2	8.3	25.0	62.5
Increase my spirituality	22	3.4	4.5	13.6	18.2	63.6
Experience quiet	23	3.4	0.0	8.7	43.5	47.8
Get away from the usual demands of life	23	3.3	0.0	21.7	21.7	56.5
Be more sensitive to local cultures	25	3.2	4.0	20.0	24.0	52.0
Improve my outlook on life	23	3.2	8.7	13.0	26.1	52.2
Think about my personal values	23	3.2	4.3	13.0	39.1	43.5
Experience solitude	23	3.2	0.0	21.7	34.8	43.5
Learn more about the cultural history of the area	24	3.2	4.2	16.7	33.3	45.8
Be more respectful of the property of locals	21	3.2	4.8	23.8	19.0	52.4
Strengthen family ties	22	3.2	13.6	13.6	13.6	59.1
Strengthen ties to my friends	22	3.1	13.6	13.6	18.2	54.5
Get away from crowds	22	3.1	4.5	13.6	45.5	36.4
Reduce feelings of depression or anxiety	21	3.1	4.8	19.0	33.3	42.9
Feel more free	21	3.1	9.5	14.3	33.3	42.9
Improve my physical well-being	22	3.1	4.5	27.3	22.7	45.5
Better understand the human dependency on the land	20	3.0	15.0	20.0	10.0	55.0
Experience a different culture	23	3.0	13.0	8.7	39.1	39.1
Feel more well-connected with nature	22	3.0	4.5	22.7	40.9	31.8
Maintain pride in my race or cultural subgroup	17	3.0	23.5	5.9	17.6	52.9
Strengthen my desire to protect the natural environment	22	3.0	13.6	18.2	27.3	40.9
Learn more about the natural history of the area	24	3.0	0.0	33.3	37.5	29.2
Experience a sense of adventure	23	2.8	13.0	26.1	26.1	34.8
Learn more about nature	21	2.7	23.8	14.3	28.6	33.3
Feel more self-confident	19	2.5	21.1	21.1	42.1	15.8
Be in a wild area	22	2.5	27.3	22.7	27.3	22.7
Increase my creativity	18	2.4	27.8	27.8	16.7	27.8
Improve my skills and abilities	16	2.3	37.5	18.8	18.8	25.0
Increase my work productivity	16	2.2	37.5	18.8	25.0	18.8

\*Able to attain: 1=Not at all able  
2=Somewhat able

3=Moderately able  
4=Totally able

**Table 175. Desired setting characteristics – Stations of the Cross Shrine – Visitors**

Survey Questions 12 and 13. Your ability to realize experiences and benefits is generally dependent on the SETTINGS where recreation occurs. If the place you wrote in as most enjoyable in Q#8 is in a natural landscape (zones 1, 3, or 6) please answer Q#12 and skip Q#13. However, if the place you circled is a community or cultural/historic site (zones 2, 4, 5, 7, or 8) please skip Q#12 and complete Q#13.

Q13a. For each of the following characteristics please indicate the condition that you believe would best help you achieve your desired experiences and benefits by circling the appropriate number (circle one response for each characteristic).

Desired setting characteristics	n	Mean	Percentage of participants by response category*				
			1	2	3	4	5
Preservation of traditional architecture	29	3.6	0.0	0.0	58.6	24.1	17.2
Visitor programs and interpretation	29	3.6	0.0	0.0	55.2	31.0	13.8
Cultural events	28	3.5	0.0	0.0	57.1	35.7	7.1
Marketing and visitor outreach	29	3.4	0.0	0.0	62.1	34.5	3.4
Guest services (hotels, restaurants, etc.)	29	3.4	0.0	3.4	62.1	27.6	6.9
Small town atmosphere	28	3.2	0.0	0.0	82.1	10.7	7.1
Shopping opportunities	29	3.2	3.4	6.9	58.6	24.1	6.9
Number of other visitors	29	3.1	0.0	3.4	79.3	17.2	0.0
Volume of traffic	29	2.9	6.9	10.3	75.9	3.4	3.4

\*Amount of change:  
 1=A lot less  
 2=A little less  
 3=Leave as is  
 4=A little more  
 5=A lot more

## Visitors to Ft. Garland Museum

**Table 176. Activities, Enjoyable place – Ft. Garland Museum – Visitors**

Survey Question 9. Please check all the activities that you participated in while you were in the location you just identified as most enjoyable (in question #8). Check all that apply. (n=25)

Activities	Freq	Percentage of participants engaging in each activity*
Museums	24	96.0
General sightseeing	13	52.0
Seeing historic places	13	52.0
Talking to people/residents	8	32.0
Shopping	4	16.0
Photography	2	8.0
Dining	2	8.0
Camping	1	4.0
Motorcycling	1	4.0
Visiting churches	1	4.0
Hiking	1	4.0
Drawing	1	4.0
Attending family gatherings	0	0.0
Canoeing	0	0.0
Horseback riding	0	0.0
Fourwheel driving	0	0.0
Backpacking	0	0.0
Viewing wildlife	0	0.0
Snowshoeing	0	0.0
Fishing	0	0.0
Driving cattle	0	0.0
Bird watching	0	0.0
Rock climbing	0	0.0
Snowmobiling	0	0.0
Skiing	0	0.0
Biking	0	0.0
Kayaking	0	0.0
Hunting	0	0.0
Boating	0	0.0
Rafting	0	0.0
Partying	0	0.0
Snowplay	0	0.0

\*Totals more than 100 percent due to multiple responses.

**Table 177. Experiences and benefits – Enjoyable place – Ft. Garland Museum – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of participants by importance Response category*						
			-3	-2	-1	0	1	2	3
Enjoy the natural scenery	16	2.4	0.0	0.0	0.0	6.3	6.3	31.3	56.3
Spend time with my family and/or friends	18	2.3	5.6	0.0	0.0	5.6	0.0	33.3	55.6
Learn more about the cultural history of the area	21	2.1	0.0	0.0	0.0	4.8	14.3	47.6	33.3
Be with people who enjoy the same things I do	18	1.8	0.0	5.6	0.0	11.1	16.7	27.8	38.9
Learn more about the natural history of the area	19	1.7	5.3	0.0	0.0	10.5	10.5	47.4	26.3
Be in a positive mood	17	1.6	0.0	0.0	0.0	23.5	11.8	41.2	23.5
Rest mentally	17	1.6	0.0	5.9	0.0	17.6	11.8	35.3	29.4
Experience a sense of adventure	17	1.6	0.0	0.0	5.9	17.6	11.8	41.2	23.5
Get away from the usual demands of life	17	1.5	0.0	5.9	0.0	17.6	17.6	29.4	29.4
Be more respectful of the property of locals	17	1.5	0.0	0.0	0.0	35.3	11.8	23.5	29.4
Experience quiet	16	1.4	0.0	0.0	0.0	25.0	25.0	37.5	12.5
Get away from crowds	16	1.2	6.3	0.0	6.3	25.0	12.5	12.5	37.5
Be more sensitive to local cultures	15	1.2	0.0	0.0	0.0	33.3	26.7	26.7	13.3
Learn more about nature	16	1.2	0.0	0.0	0.0	37.5	18.8	31.3	12.5
Strengthen family ties	16	1.1	6.3	6.3	0.0	31.3	0.0	25.0	31.3
Strengthen my desire to protect the natural environment	16	1.1	6.3	0.0	6.3	18.8	25.0	25.0	18.8
Be in a wild area	16	1.0	6.3	0.0	0.0	37.5	12.5	25.0	18.8
Feel more free	16	1.0	0.0	0.0	0.0	43.8	25.0	18.8	12.5
Think about my personal values	16	0.9	6.3	0.0	0.0	43.8	12.5	12.5	25.0
Experience solitude	16	0.9	0.0	6.3	0.0	43.8	6.3	31.3	12.5
Strengthen ties to my friends	16	0.9	0.0	0.0	0.0	56.3	6.3	25.0	12.5
Improve my physical well-being	18	0.9	0.0	5.6	5.6	33.3	16.7	27.8	11.1
Nurture my spiritual values	16	0.9	6.3	0.0	0.0	37.5	18.8	25.0	12.5
Reduce feelings of depression or anxiety	16	0.9	6.3	0.0	0.0	37.5	25.0	12.5	18.8
Better understand the human dependency on the land	17	0.8	5.9	0.0	0.0	41.2	17.6	23.5	11.8
Experience a different culture	16	0.8	0.0	6.3	0.0	37.5	25.0	25.0	6.3
Improve my outlook on life	16	0.8	0.0	6.3	0.0	43.8	12.5	31.3	6.3
Increase my spirituality	15	0.7	0.0	0.0	13.3	46.7	6.7	20.0	13.3
Increase my creativity	16	0.7	0.0	0.0	0.0	68.8	6.3	12.5	12.5
Feel more well-connected with nature	16	0.6	6.3	6.3	6.3	31.3	12.5	31.3	6.3
Maintain pride in my race or cultural subgroup	17	0.4	5.9	0.0	5.9	47.1	23.5	11.8	5.9
Feel more self-confident	16	0.4	6.3	0.0	6.3	56.3	6.3	18.8	6.3
Improve my skills and abilities	15	0.3	0.0	0.0	6.7	73.3	6.7	6.7	6.7
Increase my work productivity	16	-0.4	18.8	0.0	6.3	56.3	12.5	6.3	0.0

\*Importance: -3=Very unimportant  
 -2=Moderately unimportant  
 -1=Somewhat unimportant  
 0=Neither important nor unimportant

1=Somewhat important  
 2=Moderately important  
 3=Very important

**Table 178. Experiences and benefits – Enjoyable place – Ft. Garland Museum – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of participants by able to attain response category*			
			1	2	3	4
Enjoy the natural scenery	14	3.4	0.0	21.4	21.4	57.1
Learn more about the cultural history of the area	19	3.2	0.0	26.3	31.6	42.1
Rest mentally	14	3.1	0.0	21.4	42.9	35.7
Be with people who enjoy the same things I do	16	3.1	0.0	18.8	50.0	31.3
Be in a positive mood	13	3.1	0.0	30.8	30.8	38.5
Spend time with my family and/or friends	16	3.1	18.8	0.0	37.5	43.8
Experience quiet	13	3.0	0.0	30.8	38.5	30.8
Learn more about the natural history of the area	17	3.0	0.0	29.4	52.9	17.6
Get away from the usual demands of life	14	2.9	7.1	28.6	35.7	28.6
Be more respectful of the property of locals	12	2.8	8.3	33.3	25.0	33.3
Strengthen family ties	12	2.8	25.0	16.7	8.3	50.0
Experience a sense of adventure	14	2.8	7.1	21.4	57.1	14.3
Get away from crowds	12	2.7	0.0	33.3	58.3	8.3
Reduce feelings of depression or anxiety	10	2.7	20.0	20.0	30.0	30.0
Feel more free	11	2.6	9.1	27.3	54.5	9.1
Nurture my spiritual values	11	2.6	18.2	27.3	27.3	27.3
Better understand the human dependency on the land	12	2.6	8.3	33.3	50.0	8.3
Think about my personal values	11	2.5	18.2	18.2	54.5	9.1
Improve my outlook on life	11	2.5	9.1	36.4	45.5	9.1
Be in a wild area	10	2.5	20.0	30.0	30.0	20.0
Experience solitude	10	2.5	20.0	30.0	30.0	20.0
Strengthen ties to my friends	10	2.5	20.0	30.0	30.0	20.0
Increase my spirituality	10	2.5	20.0	30.0	30.0	20.0
Feel more well-connected with nature	11	2.5	9.1	45.5	36.4	9.1
Maintain pride in my race or cultural subgroup	10	2.4	20.0	40.0	20.0	20.0
Be more sensitive to local cultures	11	2.3	9.1	54.5	36.4	0.0
Learn more about nature	12	2.2	33.3	16.7	41.7	8.3
Experience a different culture	12	2.2	16.7	50.0	25.0	8.3
Strengthen my desire to protect the natural environment	13	2.2	15.4	53.8	23.1	7.7
Increase my creativity	9	2.2	33.3	22.2	33.3	11.1
Improve my skills and abilities	8	2.1	37.5	12.5	50.0	0.0
Feel more self-confident	9	2.1	33.3	33.3	22.2	11.1
Improve my physical well-being	13	2.1	23.1	46.2	30.8	0.0
Increase my work productivity	11	1.8	54.5	18.2	18.2	9.1

\*Able to attain: 1=Not at all able  
2=Somewhat able

3=Moderately able  
4=Totally able

**Table 179. Desired setting characteristics – Enjoyable place – Ft. Garland – Visitors**

Survey Questions 12 and 13. Your ability to realize experiences and benefits is generally dependent on the SETTINGS where recreation occurs. If the place you wrote in as most enjoyable in Q#8 is in a natural landscape (zones 1, 3, or 6) please answer Q#12 and skip Q#13. However, if the place you circled is a community or cultural/historic site (zones 2, 4, 5, 7, or 8) please skip Q#12 and complete Q#13.

Q13a. For each of the following characteristics please indicate the condition that you believe would best help you achieve your desired experiences and benefits by circling the appropriate number (circle one response for each characteristic).

Desired setting characteristics	n	Mean	Percentage of participants by response category*				
			1	2	3	4	5
Visitor programs and interpretation	19	3.7	0.0	0.0	36.8	52.6	10.5
Guest services (hotels, restaurants, etc.)	15	3.7	0.0	0.0	46.7	33.3	20.0
Preservation of traditional architecture	21	3.7	0.0	0.0	47.6	33.3	19.0
Marketing and visitor outreach	18	3.5	0.0	0.0	61.1	27.8	11.1
Cultural events	16	3.5	0.0	0.0	56.3	37.5	6.3
Number of other visitors	16	3.3	0.0	0.0	68.8	31.3	0.0
Small town atmosphere	18	3.2	0.0	0.0	88.9	5.6	5.6
Volume of traffic	19	2.9	5.3	5.3	84.2	5.3	0.0
Shopping opportunities	17	2.8	11.8	5.9	70.6	11.8	0.0

\*Amount of change:  
 1=A lot less  
 2=A little less  
 3=Leave as is  
 4=A little more  
 5=A lot more

## Visitors to Alamosa

<b>Table 180. Activities, Enjoyable place – Alamosa – Visitors</b>		
<b>Survey Question 9. Please check all the activities that you participated in while you were in the location you just identified as most enjoyable (in question #8). Check all that apply. (n=27)</b>		
<b>Activities</b>	<b>Freq</b>	<b>Percentage of participants engaging in each activity*</b>
Dining	12	44.4
General sightseeing	9	33.3
Talking to people/residents	7	25.9
Shopping	6	22.2
Attending family gatherings	4	14.8
Photography	4	14.8
Seeing historic places	4	14.8
Museums	3	11.1
Viewing wildlife	3	11.1
Fishing	2	7.4
Visiting churches	2	7.4
Fourwheel driving	1	3.7
Backpacking	1	3.7
Canoeing	0	0.0
Camping	0	0.0
Horseback riding	0	0.0
Motorcycling	0	0.0
Snowshoeing	0	0.0
Driving cattle	0	0.0
Bird watching	0	0.0
Rock climbing	0	0.0
Snowmobiling	0	0.0
Skiing	0	0.0
Biking	0	0.0
Kayaking	0	0.0
Hunting	0	0.0
Hiking	0	0.0
Boating	0	0.0
Drawing	0	0.0
Rafting	0	0.0
Partying	0	0.0
Snowplay	0	0.0

\*Totals more than 100 percent due to multiple responses.

**Table 181. Experiences and benefits – Enjoyable place – Alamosa – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how **important** each of the following is to you and second, the degree to which you were able to **realize or attain** each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of participants by importance response category*						
			-3	-2	-1	0	1	2	3
Spend time with my family and/or friends	22	2.4	0.0	4.5	0.0	4.5	4.5	13.6	72.7
Enjoy the natural scenery	22	2.2	4.5	0.0	0.0	4.5	0.0	40.9	50.0
Strengthen family ties	21	2.0	4.8	0.0	0.0	4.8	14.3	28.6	47.6
Experience quiet	21	1.8	4.8	0.0	4.8	14.3	4.8	19.0	52.4
Get away from crowds	22	1.7	4.5	0.0	0.0	18.2	9.1	27.3	40.9
Rest mentally	22	1.7	4.5	0.0	0.0	18.2	18.2	13.6	45.5
Be with people who enjoy the same things I do	21	1.6	4.8	0.0	0.0	23.8	9.5	23.8	38.1
Be in a positive mood	21	1.4	4.8	0.0	0.0	19.0	19.0	33.3	23.8
Nurture my spiritual values	21	1.4	0.0	0.0	0.0	38.1	4.8	33.3	23.8
Get away from the usual demands of life	21	1.3	4.8	4.8	0.0	19.0	14.3	33.3	23.8
Strengthen ties to my friends	21	1.3	4.8	0.0	0.0	33.3	9.5	23.8	28.6
Improve my outlook on life	21	1.3	4.8	0.0	0.0	23.8	14.3	42.9	14.3
Learn more about the cultural history of the area	21	1.2	4.8	0.0	0.0	28.6	19.0	23.8	23.8
Experience a sense of adventure	20	1.2	0.0	0.0	5.0	25.0	25.0	35.0	10.0
Feel more free	22	1.2	4.5	0.0	0.0	31.8	18.2	22.7	22.7
Experience solitude	21	1.1	4.8	0.0	0.0	23.8	33.3	19.0	19.0
Feel more well-connected with nature	21	1.1	0.0	0.0	0.0	38.1	19.0	33.3	9.5
Think about my personal values	22	1.1	4.5	9.1	4.5	22.7	4.5	22.7	31.8
Be in a wild area	22	1.0	0.0	0.0	4.5	50.0	9.1	9.1	27.3
Improve my physical well-being	21	1.0	4.8	0.0	0.0	28.6	28.6	23.8	14.3
Learn more about the natural history of the area	21	1.0	0.0	4.8	0.0	38.1	19.0	23.8	14.3
Be more sensitive to local cultures	22	1.0	4.5	0.0	4.5	27.3	22.7	31.8	9.1
Learn more about nature	21	0.9	0.0	4.8	0.0	42.9	19.0	19.0	14.3
Be more respectful of the property of locals	21	0.9	4.8	0.0	4.8	42.9	4.8	23.8	19.0
Increase my spirituality	21	0.9	4.8	0.0	0.0	38.1	23.8	23.8	9.5
Better understand the human dependency on the land	21	0.8	0.0	0.0	4.8	52.4	14.3	19.0	9.5
Improve my skills and abilities	22	0.7	0.0	4.5	0.0	59.1	4.5	22.7	9.1
Strengthen my desire to protect the natural environment	21	0.7	9.5	0.0	4.8	38.1	9.5	23.8	14.3
Increase my creativity	21	0.7	0.0	0.0	0.0	71.4	0.0	19.0	9.5
Reduce feelings of depression or anxiety	21	0.7	4.8	4.8	0.0	47.6	9.5	19.0	14.3
Experience a different culture	22	0.6	4.5	4.5	0.0	45.5	18.2	18.2	9.1
Feel more self-confident	20	0.4	5.0	5.0	5.0	45.0	15.0	15.0	10.0
Maintain pride in my race or cultural subgroup	22	0.4	4.5	4.5	0.0	63.6	9.1	4.5	13.6
Increase my work productivity	22	-0.04	22.7	0.0	0.0	50.0	4.5	9.1	13.6

\*Importance: -3=Very unimportant  
 -2=Moderately unimportant  
 -1=Somewhat unimportant  
 0=Neither important nor unimportant

1=Somewhat important  
 2=Moderately important  
 3=Very important

**Table 182. Experiences and benefits – Enjoyable place – Alamosa – Visitors**

Survey Question 11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and benefits	n	Mean	Percentage of participants by able to attain response category*			
			1	2	3	4
Be with people who enjoy the same things I do	17	3.6	0.0	5.9	23.5	70.6
Spend time with my family and/or friends	20	3.5	5.0	5.0	25.0	65.0
Strengthen family ties	19	3.3	5.3	15.8	26.3	52.6
Enjoy the natural scenery	19	3.2	5.3	10.5	42.1	42.1
Be in a positive mood	18	3.2	5.6	16.7	33.3	44.4
Rest mentally	19	3.0	10.5	15.8	36.8	36.8
Get away from the usual demands of life	17	3.0	5.9	23.5	35.3	35.3
Strengthen ties to my friends	17	3.0	17.6	5.9	35.3	41.2
Think about my personal values	17	3.0	11.8	23.5	17.6	47.1
Increase my spirituality	16	3.0	6.3	18.8	43.8	31.3
Get away from crowds	19	2.9	5.3	15.8	57.9	21.1
Reduce feelings of depression or anxiety	17	2.9	5.9	23.5	41.2	29.4
Maintain pride in my race or cultural subgroup	14	2.9	7.1	28.6	28.6	35.7
Learn more about the cultural history of the area	18	2.9	0.0	38.9	33.3	27.8
Nurture my spiritual values	17	2.9	5.9	41.2	11.8	41.2
Be more respectful of the property of locals	16	2.9	12.5	12.5	50.0	25.0
Feel more self-confident	15	2.9	13.3	20.0	33.3	33.3
Experience a sense of adventure	18	2.8	0.0	38.9	38.9	22.2
Experience quiet	18	2.8	16.7	22.2	27.8	33.3
Experience a different culture	17	2.8	5.9	29.4	47.1	17.6
Strengthen my desire to protect the natural environment	16	2.7	18.8	18.8	31.3	31.3
Improve my outlook on life	17	2.7	5.9	29.4	52.9	11.8
Be more sensitive to local cultures	17	2.7	0.0	35.3	58.8	5.9
Experience solitude	18	2.6	22.2	27.8	16.7	33.3
Improve my skills and abilities	15	2.6	20.0	13.3	53.3	13.3
Feel more free	17	2.6	11.8	29.4	47.1	11.8
Learn more about nature	17	2.6	5.9	41.2	41.2	11.8
Increase my work productivity	14	2.6	28.6	14.3	28.6	28.6
Increase my creativity	17	2.5	17.6	29.4	35.3	17.6
Feel more well-connected with nature	18	2.5	11.1	44.4	27.8	16.7
Be in a wild area	18	2.5	27.8	16.7	33.3	22.2
Improve my physical well-being	15	2.5	20.0	26.7	40.0	13.3
Learn more about the natural history of the area	19	2.5	5.3	47.4	42.1	5.3
Better understand the human dependency on the land	16	2.4	12.5	50.0	25.0	12.5

\*Able to attain: 1=Not at all able  
2=Somewhat able

3=Moderately able  
4=Totally able

**Table 183. Desired setting characteristics – Enjoyable place – Alamosa – Visitors**

Survey Questions 12 and 13. Your ability to realize experiences and benefits is generally dependent on the SETTINGS where recreation occurs. If the place you wrote in as most enjoyable in Q#8 is in a natural landscape (zones 1, 3, or 6) please answer Q#12 and skip Q#13. However, if the place you circled is a community or cultural/historic site (zones 2, 4, 5, 7, or 8) please skip Q#12 and complete Q#13.

Q13a. For each of the following characteristics please indicate the condition that you believe would best help you achieve your desired experiences and benefits by circling the appropriate number (circle one response for each characteristic).

Desired setting characteristics	n	Mean	Percentage of participants by response category*				
			1	2	3	4	5
Preservation of traditional architecture	18	3.8	0.0	0.0	50.0	22.2	27.8
Small town atmosphere	20	3.5	0.0	0.0	60.0	25.0	15.0
Guest services (hotels, restaurants, etc.)	20	3.5	0.0	5.0	55.0	25.0	15.0
Cultural events	17	3.3	5.9	0.0	47.1	47.1	0.0
Visitor programs and interpretation	17	3.3	5.9	0.0	52.9	35.3	5.9
Shopping opportunities	18	3.3	5.6	5.6	55.6	22.2	11.1
Marketing and visitor outreach	17	3.1	5.9	17.6	47.1	23.5	5.9
Number of other visitors	18	3.0	11.1	0.0	66.7	22.2	0.0
Volume of traffic	18	2.4	16.7	22.2	61.1	0.0	0.0

\*Amount of change:  
 1=A lot less  
 2=A little less  
 3=Leave as is  
 4=A little more  
 5=A lot more

**Appendix A:  
Visitor Survey Questionnaire  
and On-site Interview Form**

Handwritten text, possibly bleed-through from the reverse side of the page. The text is extremely faint and difficult to decipher, but appears to be a list or series of entries.

# Los Caminos Antiguos 1998 Visitor Survey





Dear Los Caminos Antiguos Scenic and Historic Byway Visitor,

Thank you for agreeing to share your opinions about this area with us. The questions in this survey relate to your visit to the area when you were contacted by our interviewer.

This is your opportunity to help direct the future management of the Byway. You are one of a small number of visitors who are being asked to give their opinions about this area. Your responses are critical to the success of this project.

It should take you about 20 minutes to complete this questionnaire. When you have completed the question booklet, please return it to us in the postage paid envelope. Those who return completed questionnaires will be eligible to receive gifts from Byway merchants. Possible gifts include lodging, meals and passes to a variety of Byway businesses and attractions.

We are truly grateful for the help you have given us. If you have any questions, please feel free to contact me at (520) 523-6652 (phone) or (520) 523-1080 (fax).

Thank you!

Adam McClory  
Project Manager

## Los Caminos Antiguos Scenic and Historic Byway Visitor Study

We are interested in learning about your visit to the Los Caminos Antiguos Scenic and Historic Byway during which our interviewer contacted you. The area we are referring to is shown on the map on page 2.

**Directions:** Please answer all the questions to the best of your recollection. You may be assured that your answers will not be connected with you in the analysis and reporting of the results.

### Section I. First, we would like to ask you some questions about your overall trip.

Q1. What type of trip were you on? (check one)

- vacation with LCA Scenic Byway as a major destination
- vacation with LCA Scenic Byway as part of a larger trip
- a weekend trip with the LCA Scenic Byway part of a larger trip
- a weekend trip to a destination on the LCA Scenic Byway
- a day outing to a destination on the LCA Scenic Byway
- a day outing to a destination other than the LCA Scenic Byway

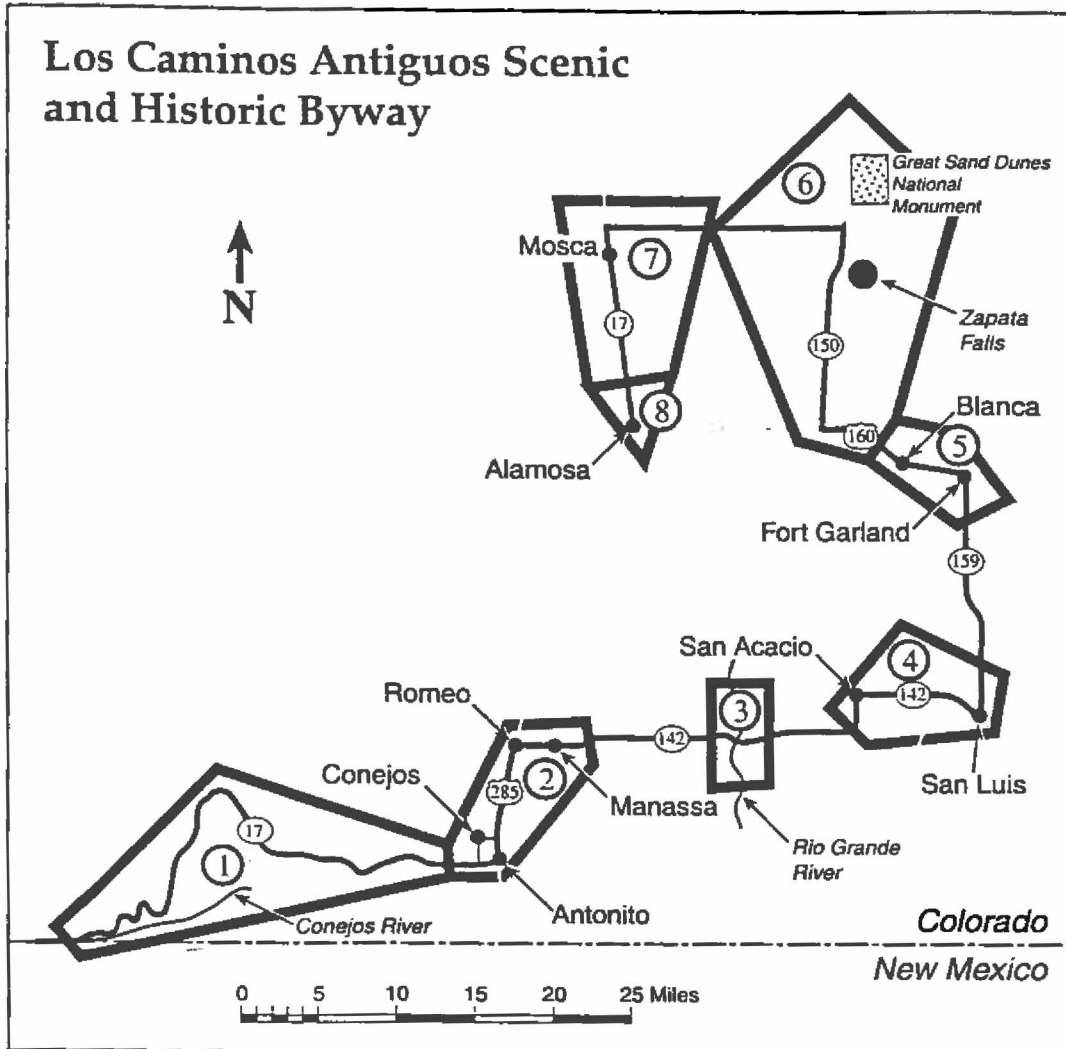
Q2. What type of overnight accommodations did you use along the Byway? (check all that apply)

- I didn't stay overnight in the area
- public campground
- bed and breakfast
- private home
- other (please specify) \_\_\_\_\_
- hotel/motel
- private campground
- resort/guest ranch

Q3. Which of the following information sources did you use for this trip? (check all that apply)

- travel books/guides
- travel club (AAA, etc.)
- state welcome center
- travel agent
- friends, relatives
- public land agency
- newspaper travel section
- other (please specify) \_\_\_\_\_
- local businesses
- outdoor magazines
- map(s) of the area
- travel magazines
- past experience
- internet
- local visitor center/Chamber of Commerce

Q4. Managers would like to know the route you took while recreating on the Byway. On the map provided below, please mark or trace the route you took along the Byway. Please mark where you entered the Byway (put an E) and where you exited the Byway (put an X).



Q5. We have divided the LCA Byway area into eight zones. Please estimate how much time you spent in each zone. Indicate total hours, including both day and night. Put a zero (0) for the zones where you spent no time.

Zone	Time Spent in Hours
1. Cumbres Pass to Antonito	_____
2. Communities of Antonito/Conejos/Romeo/Manassa	_____
3. Rio Grande Recreation Area	_____
4. Communities of San Luis/San Acacio	_____
5. Communities of Ft. Garland/Blanca	_____
6. Great Sand Dunes/Blanca Wetlands/San Luis St. Park	_____
7. Community of Mosca	_____
8. Community of Alamosa	_____

Q6. Please provide your best estimate of the total expenditures you made during your visit to the Byway area and communities shown on the map. If you didn't spend any money for a particular category, please indicate with a zero (0).

Category	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Gas and transportation costs	\$	\$	\$	\$	\$	\$	\$	\$
Lodging	\$	\$	\$	\$	\$	\$	\$	\$
Food, meals, and drink	\$	\$	\$	\$	\$	\$	\$	\$
Tour companies, guides, and outfitters	\$	\$	\$	\$	\$	\$	\$	\$
Shopping	\$	\$	\$	\$	\$	\$	\$	\$
Entrance fees, permits, and licenses	\$	\$	\$	\$	\$	\$	\$	\$
Other (please specify)	\$	\$	\$	\$	\$	\$	\$	\$
Total	\$	\$	\$	\$	\$	\$	\$	\$

**Section II. We would now like you to focus on specific places you visited during your trip to the LCA Byway.**

**Q7. Below is a list of places included within the zones that you may have visited during your trip to the Byway. Please check all the places you visited during this particular trip.**

**Zone 1: Cumbres Pass to Antonito**

- Campgrounds
- Trails
- Conejos River along Byway
- Conejos River upstream from Byway
- Cumbres and Toltec Railroad
- Other (be specific) \_\_\_\_\_

**Zone 5: Ft. Garland and Blanca**

- Ft. Garland
- Ft. Garland Museum
- Blanca
- Mt. Home Reservoir
- Smith Reservoir
- Other \_\_\_\_\_

**Zone 2: Antonito/Conejos/Romeo/Manassa**

- Antonito
- Conejos
- Jack Dempsey Museum
- Other \_\_\_\_\_

**Zone 6: Federal and State Lands**

- Zapata Falls
- Blanca Peak
- Great Sand Dunes N.M.
  - Medano Creek
  - Pinyon Flats C.G.
  - visitor center
  - sand dunes
- Blanca Wetlands
- San Luis Lakes State Park
- Other \_\_\_\_\_

**Zone 3: Rio Grande Recreation Area**

- Rio Grande River
- Pike's Stockade
- Other \_\_\_\_\_

**Zone 4: San Luis and San Acacio**

- San Luis
- Cultural Center
- Stations of the Cross Shrine
- San Acacio
- Sanchez Reservoir
- Other \_\_\_\_\_

**Zone 7: Mosca**

- Mosca

**Zone 8: Alamosa**

- Alamosa
- Alamosa Wildlife Refuge

**Q8. Of all the places you checked above, please indicate the place that provided you the greatest enjoyment (only one please—write the name below).**

Most enjoyable place: \_\_\_\_\_

Q9. Please check all the activities that you participated in while you were in the location you just identified as most enjoyable (in question #8). Check all that apply.

- |  |  |                                    |
|--|--|------------------------------------|
| <input type="checkbox"/> general sightseeing           | <input type="checkbox"/> viewing wildlife            | <input type="checkbox"/> skiing    |
| <input type="checkbox"/> visiting museums              | <input type="checkbox"/> snowshoeing                 | <input type="checkbox"/> biking    |
| <input type="checkbox"/> attending family gatherings   | <input type="checkbox"/> fishing                     | <input type="checkbox"/> kayaking  |
| <input type="checkbox"/> canoeing                      | <input type="checkbox"/> seeing historic places      | <input type="checkbox"/> hunting   |
| <input type="checkbox"/> shopping                      | <input type="checkbox"/> talking to people/residents | <input type="checkbox"/> hiking    |
| <input type="checkbox"/> camping                       | <input type="checkbox"/> driving cattle              | <input type="checkbox"/> boating   |
| <input type="checkbox"/> horseback riding              | <input type="checkbox"/> bird watching               | <input type="checkbox"/> dining    |
| <input type="checkbox"/> photography                   | <input type="checkbox"/> fishing                     | <input type="checkbox"/> drawing   |
| <input type="checkbox"/> 4-wheel driving               | <input type="checkbox"/> rock climbing               | <input type="checkbox"/> rafting   |
| <input type="checkbox"/> backpacking                   | <input type="checkbox"/> visiting churches           | <input type="checkbox"/> partying  |
| <input type="checkbox"/> motorcycling                  | <input type="checkbox"/> snowmobiling                | <input type="checkbox"/> snow play |
| <input type="checkbox"/> other: (please specify) _____ |  |                                    |

Q10. At your most enjoyable place (identified in question #8) which of the activities you checked above contributed most to your enjoyment of that place?

List three in order of enjoyment.

- Most enjoyable \_\_\_\_\_
- 2<sup>nd</sup> most enjoyable \_\_\_\_\_
- 3<sup>rd</sup> most enjoyable \_\_\_\_\_

Q11. Managers along the Byway would also like to know about the experiences and benefits you realized while participating in your most enjoyable activities (from Q#10) at your most enjoyable place (from Q#8). Please indicate first, how important each of the following is to you and second, the degree to which you were able to realize or attain each (circle the appropriate responses for each item).

Experiences and Benefits	Importance							Able to Attain			
	Very Unimportant	Moderately Unimportant	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Moderately Important	Very Important	Not at all Able	Somewhat Able	Moderately Able	Totally Able
Think about my personal values	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Feel more self-confident	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Strengthen my desire to protect the environment	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Be with people who enjoy the same things I do	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Learn more about nature	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Experience quiet	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Increase my work productivity	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Enjoy the natural scenery	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Learn more about the cultural history of the area	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Rest mentally	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Experience solitude	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Maintain pride in my race or cultural subgroup	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Be in a positive mood	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Nurture my spiritual values	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Be in a wild area	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Get away from crowds	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Improve my physical well-being	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Feel more connected with nature	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Experience a different culture	-3	-2	-1	0	+1	+2	+3	1	2	3	4

Q11. Continued.

Experiences and Benefits	Importance							Able to Attain			
	Very Unimportant	Moderately Unimportant	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Moderately Important	Very Important	Not at all Able	Somewhat Able	Moderately Able	Totally Able
Learn more about the natural history of the area	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Get away from the usual demands of life	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Experience a sense of adventure	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Spend time with my family and/or friends	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Be more sensitive to local cultures	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Improve my skills and abilities	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Increase my creativity	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Be more respectful of the property of local residents	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Increase my spirituality	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Reduce feelings or depression or anxiety	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Strengthen ties to my friends	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Improve my outlook on life	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Feel more free	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Better understand the human dependency on the land	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Strengthen family ties	-3	-2	-1	0	+1	+2	+3	1	2	3	4
Others:	-3	-2	-1	0	+1	+2	+3	1	2	3	4
	-3	-2	-1	0	+1	+2	+3	1	2	3	4

Your ability to realize experiences and benefits is generally dependent on the SETTINGS where recreation occurs. If the place you wrote in as most enjoyable in Q#8 is in a natural landscape (zones 1, 3, or 6), please answer Q#12 and skip Q#13. However, if the place you circled is a community or cultural/historic site(zones 2, 4, 5, 7, or 8), please skip Q#12 and complete Q#13.

Q12a. For each of the following setting characteristics please indicate the condition that you believe would best help you achieve your desired experiences and benefits by circling the appropriate number (circle one response for each characteristic).

Setting Characteristic	A lot less	A little less	Leave as is	A little more	A lot more
Vehicle access to the area	1	2	3	4	5
Change to the natural environment	1	2	3	4	5
Facilities (restrooms, picnic tables, etc.) provided	1	2	3	4	5
Staff available to talk to visitors	1	2	3	4	5
Number of people allowed in the area	1	2	3	4	5
Regulations on visitors	1	2	3	4	5
Visitor programs and interpretation	1	2	3	4	5
Motorized use allowed	1	2	3	4	5
Road maintenance	1	2	3	4	5
Facilities maintenance	1	2	3	4	5

Q12b. Is there anything else you would like to tell recreation and tourism providers about how this place should be managed?

Q13a. For each of the following characteristics please indicate the condition that you believe would best help you achieve your desired experiences and benefits by circling the appropriate number (circle one response for each characteristic).

Setting Characteristic	A lot less	A little less	Leave as is	A little more	A lot more
Preservation of traditional architecture	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Volume of traffic	1	2	3	4	5
Marketing and visitor outreach	1	2	3	4	5
Guest services (hotels, restaurants, etc.)	1	2	3	4	5
Cultural events	1	2	3	4	5
Small town atmosphere	1	2	3	4	5
Numbers of other visitors	1	2	3	4	5
Visitor programs and interpretation	1	2	3	4	5

Q13b. Is there anything else you would like to tell recreation and tourism providers about how this place should be managed?

Q14. The recreation and tourism providers along the Byway need to know what types of services and facilities you would like to see provided there. Thinking about the place that was most enjoyable to you, look back at the map on pg. 2 and find the zone that includes that place. For that zone, please tell us: 1) how important each of the following services and facilities would be in contributing to your enjoyment and 2) how available you found each to be within that zone (circle the appropriate responses for each item).

Services and Facilities	Importance						Availability				
	Very Unimportant	Moderately Unimportant	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Moderately Important	Very Important	Not at all Able	Somewhat Able	Moderately Able	Totally Able
Hotels/motels	-3	-2	-1	0	1	2	3	1	2	3	4
Bed and breakfasts/inns	-3	-2	-1	0	1	2	3	1	2	3	4
Tent campgrounds	-3	-2	-1	0	1	2	3	1	2	3	4
RV parks	-3	-2	-1	0	1	2	3	1	2	3	4
Condominiums	-3	-2	-1	0	1	2	3	1	2	3	4
Restaurants	-3	-2	-1	0	1	2	3	1	2	3	4
Bars/taverns	-3	-2	-1	0	1	2	3	1	2	3	4
Retail stores	-3	-2	-1	0	1	2	3	1	2	3	4
Public restrooms	-3	-2	-1	0	1	2	3	1	2	3	4
Brochures and maps	-3	-2	-1	0	1	2	3	1	2	3	4
Resorts	-3	-2	-1	0	1	2	3	1	2	3	4
Outfitters and guides	-3	-2	-1	0	1	2	3	1	2	3	4
Fast food restaurants	-3	-2	-1	0	1	2	3	1	2	3	4
Grocery stores	-3	-2	-1	0	1	2	3	1	2	3	4
Tours and cultural sites	-3	-2	-1	0	1	2	3	1	2	3	4
Museums	-3	-2	-1	0	1	2	3	1	2	3	4
Cultural centers	-3	-2	-1	0	1	2	3	1	2	3	4
Festivals/fairs/events	-3	-2	-1	0	1	2	3	1	2	3	4
Roadside signs	-3	-2	-1	0	1	2	3	1	2	3	4

Q14. Continued.

Services and Facilities	Importance							Availability			
	Very Unimportant	Moderately Unimportant	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Moderately Important	Very Important	Not at all Able	Somewhat Able	Moderately Able	Totally Able
Interpretive exhibits	-3	-2	-1	0	1	2	3	1	2	3	4
Visitor centers	-3	-2	-1	0	1	2	3	1	2	3	4
Historic sites	-3	-2	-1	0	1	2	3	1	2	3	4
Souvenir shops	-3	-2	-1	0	1	2	3	1	2	3	4
Display at visitor center or museum	-3	-2	-1	0	1	2	3	1	2	3	4
Lecture at visitor center or museum	-3	-2	-1	0	1	2	3	1	2	3	4
Tour of artisan studios	-3	-2	-1	0	1	2	3	1	2	3	4
Tour of the mission churches	-3	-2	-1	0	1	2	3	1	2	3	4
Guided tour or nature walk	-3	-2	-1	0	1	2	3	1	2	3	4
Books or guides you could purchase	-3	-2	-1	0	1	2	3	1	2	3	4
Video programs	-3	-2	-1	0	1	2	3	1	2	3	4
Self guided tours	-3	-2	-1	0	1	2	3	1	2	3	4
Chambers of Commerce	-3	-2	-1	0	1	2	3	1	2	3	4
From locals you meet	-3	-2	-1	0	1	2	3	1	2	3	4
Written materials to take with you	-3	-2	-1	0	1	2	3	1	2	3	4
Audio programs	-3	-2	-1	0	1	2	3	1	2	3	4

Q15. Byway recreation and tourism providers are also interested in the benefits that this zone provides to others. In your opinion, how important is it to manage this zone so that it provides each of the benefits listed (circle the appropriate level of importance).

	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important
<b><u>Benefits to local communities</u></b>					
Improved understanding and tolerance of outsiders	1	2	3	4	5
Stronger family ties	1	2	3	4	5
More opportunities for recreation	1	2	3	4	5
Increased quality of life	1	2	3	4	5
Reduced threat to/from at-risk youth	1	2	3	4	5
Increased work productivity	1	2	3	4	5
Local economic growth	1	2	3	4	5
Greater Economic Diversity	1	2	3	4	5
Retention of a distinct cultural atmosphere	1	2	3	4	5
Preservation of cultural heritage	1	2	3	4	5
<b><u>Benefits to the environment</u></b>					
Reduced looting and vandalism of cultural, historic, & religious sites	1	2	3	4	5
Improved relationship with the natural world	1	2	3	4	5

**Section III. The final set of questions will help researchers learn about the people who visit the LCA Byway area. All the information is STRICTLY CONFIDENTIAL and WILL NOT be associated with you as an individual.**

Q16. Which of the following describes your present situation? (check all that apply)

- |                                    |                                     |
|------------------------------------|-------------------------------------|
| <input type="checkbox"/> Employed  | <input type="checkbox"/> Unemployed |
| <input type="checkbox"/> Homemaker | <input type="checkbox"/> Retired    |
| <input type="checkbox"/> Student   | <input type="checkbox"/> Other      |

Please list your present or most recent occupation:

\_\_\_\_\_

Q17. Which of the following describes your present situation? (check one)

- |  |  |
|--|--|
| <input type="checkbox"/> Single, no children           | <input type="checkbox"/> Married, no children        |
| <input type="checkbox"/> Married with children         | <input type="checkbox"/> Single parent with children |
| <input type="checkbox"/> Other: (please explain) _____ |  |

Q18. What is your gender? (check one)     Male     Female

Q19. In what year were you born? \_\_\_\_\_

Q20. What is the highest level of education you have completed? (check one)

- |  |   |
|--|---|
| <input type="checkbox"/> Eighth grade or less        | <input type="checkbox"/> Some college         |
| <input type="checkbox"/> Some high school            | <input type="checkbox"/> College Graduate     |
| <input type="checkbox"/> High school graduate or GED | <input type="checkbox"/> Some graduate school |
|  | <input type="checkbox"/> Graduate degree      |

Q21. What was your approximate total household income, before taxes, in 1997?  
(check one)

less than \$20,000  
 \$20,000 to \$39,999  
 \$40,000 to \$59,999

\$60,000 to \$79,999  
 \$80,000 to \$99,999  
 \$100,000 or more

Q22. Which population size best describes the town or rural area in which you live?  
(check one)

less than 1,000 people  
 more than 1,000 but less than 10,000 people  
 more than 10,000 but less than 50,000 people  
 more than 50,000 but less than 100,000 people  
 more than 100,000 but less than 250,000 people  
 more than 250,000 people

Q23. Were you aware that you were on a Scenic Byway?

Yes       No

Q24. Does knowing this is a scenic byway influence your impression of the area?

Q25. Finally, from the choices below, please identify what you feel should be the three (3) most important purposes of the LCA Byway. Rank the 3 most important from 1= most important to 3= least important.

\_\_\_\_\_ To preserve the cultural uniqueness of the area

\_\_\_\_\_ To teach local children about their culture

\_\_\_\_\_ To preserve the history of the area

\_\_\_\_\_ To provide money and jobs for local communities

\_\_\_\_\_ To protect the natural environment

\_\_\_\_\_ To present the local culture and history to visitors

\_\_\_\_\_ As a transportation route

\_\_\_\_\_ Other (please explain) \_\_\_\_\_

**Q26. Is there anything else you would like to tell Byway recreation and tourism providers about your visit to the LCA Byway area?**

**Thanks for your help . If you would like a copy of the results of this study write "send copy of results" on the questionnaire. Do not put your name on the questionnaire.**

ON-SITE INTERVIEW

Date \_\_\_\_\_ Time \_\_\_\_\_ Location \_\_\_\_\_

Hi, my name is \_\_\_\_\_. I am working for Northern Arizona University. The Los Caminos Antiguos Scenic Byway has asked us to conduct a survey of visitors to the Byway area to learn more about your experiences here and how you feel about the area. Information obtained from the survey will help direct the future management of the LCA Byway area. In order to determine your role for this survey, would you consider your activity today non-business related? If so, will you please take a minute to answer a few questions?

- Yes (continue with on-site interview)
No (thank them anyway and continue with another contact)

1. Is this your first trip to the LCA Byway?

- Yes
No (If no) How many times have you visited the LCA Byway during the last 12 months (including this visit)? \_\_\_\_\_

2. What type of group are you traveling with? (check one)

- Alone Friends
A couple Both family and friends
Family An organized group
Other - please specify \_\_\_\_\_

3. Which letter best represents your race or ethnic group? (show card #1, check one)

- A. African-American D. Asian/Pacific Islander
B. White E. Hispanic
C. American Indian/Alaska Native F. Other \_\_\_\_\_

4. We'd like to know more about your visit to the LCA Byway. Would you be willing to complete a mail back questionnaire that you could take with you, fill out at the end of your visit, and mail back to us in a postage paid envelop?

- Yes No
(If Yes) May we have your name and address so we can send you a thank you and reminder should you forget to return the survey?

NAME

ADDRESS

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

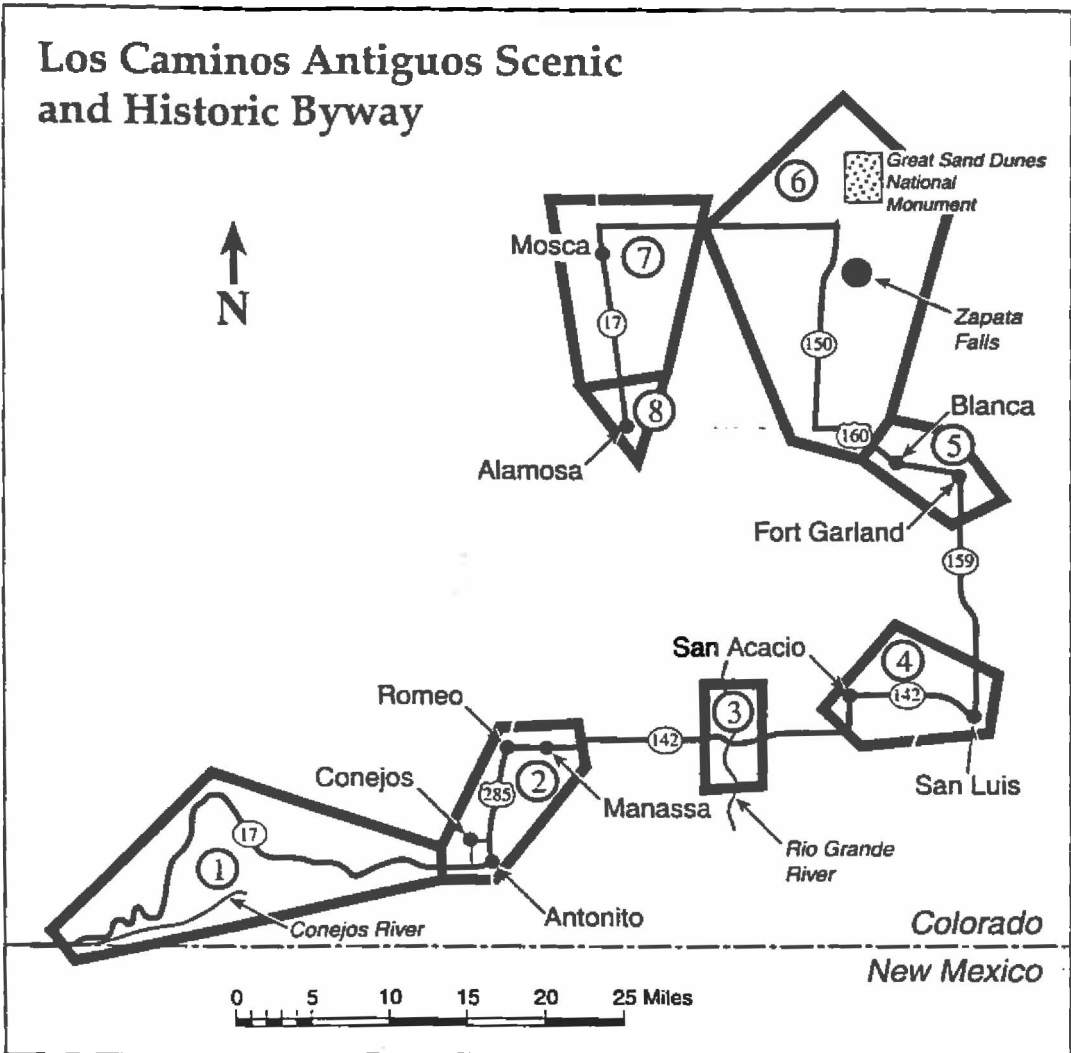
COUNTRY \_\_\_\_\_

ID # \_\_\_\_\_

... ..

**Appendix B:  
LCA Byway Zone Map**

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**APPENDIX D**  
**Summary of Community Citizens Attitude Survey and Summary Tables**



**Los Caminos Antiguos Scenic and Historic Byway  
1998 Community Survey**

**Executive Summary**

Prepared for: Los Caminos Antiguos Byway Association

Prepared by:

**Antonia Besculides  
Graduate Research Assistant**

**Marty Lee  
Principal Investigator**

July, 1999

**School of Forestry  
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Floyd Espinoza  
Cas Garcia  
John Koshak  
Carla Lucero  
Rick Manzanares  
Bob Zimmerman

### Community Members who participated in focus groups:

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Bob and Donna Atkins  
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## Introduction

During the Summer and Fall of 1998 researchers from Northern Arizona University (NAU) conducted surveys of visitors and community members along Los Caminos Antiguos Scenic and Historic Byway in south central Colorado. This was a collaborative project involving NAU, the Byway Association, the Byway Planner, various land management agencies, and local residents. The purpose of this partnership was to gather information in order to develop a management plan for the byway that would reflect a balance between promoting increased tourism to bring more money and jobs to Byway residents and preserving the cultural traditions of the area. Both visitors and residents were asked about their use of the Byway and their opinions on how it should be managed. Residents' ideas and opinions were obtained through a mail survey sent to a randomly selected sample of residents from communities along the Byway. A questionnaire was developed in collaboration with the partners listed above. Questions dealt with the benefits and disbenefits of living along the byway, the actions of Byway managers, the acceptability of certain services and facilities, the outcomes of sharing the Hispanic culture with visitors, and demographics.

Surveys were sent in September, October, and November of 1998 to one thousand residents in twenty-three towns along the Byway. A sample of residents was randomly chosen from the telephone book. Standard methods for implementing a mail survey were followed including use of follow-up mailings (Dillman 1978). In addition to follow-up mailings, incentives were used to increase response rate. Participants were informed how important their voice was in this project and the crucial role they play in the management of the Byway. Furthermore, incentives to respond such as free dinners and passes to area attractions were provided, donated by local business owners. Of the 908 questionnaires sent to valid addresses, we received 340, a response rate of 37%.

In order to calculate possible non-response bias, a telephone survey was conducted for every household that did not return the questionnaire. Comparisons were then made between the telephone and the mail-back respondents using chi-squared analysis. There was no significant difference among ethnicities of respondents, though the percentage of Hispanic respondents was greater in the telephone method than the mail-back method. However, there was a statistically significant difference between the two types of methods in reference to education. Therefore, those respondents with lower levels of education may be under represented in this data.

Through preliminary analysis we found that the ethnicity of survey respondents did not match the 1990 U.S. Census data for the communities we surveyed. In order to more accurately represent the views of all byway residents with this limited sample, the data was weighted by ethnicity, using the 1990 census data.

In order to facilitate analysis, the twenty-three towns were grouped together into seven central communities, according to geographic proximity. These communities and the satellite towns included with them are as follows: 1)Alamosa 2)Antonito & Fox Creek, Mogote, Las Mesitas, Conejos 3)Ft. Garland & Blanca 4)San Luis & San Pablo, Chama, San Acacio, Mesita,

Garcia, Jaroso 5)La Jara/Sanford & Capulin, Bountiful, Waverly 6)Romeo/Manassa 7)Mosca. The number of surveys sent to and received from each community is presented below.

Community	Number of Surveys Sent	Number of Surveys Received	Response Rate
Alamosa	185	75	40 %
Antonito	157	67	43 %
Ft. Garland	134	53	40 %
San Luis	158	46	29 %
Sanford / La Jara	162	52	32 %
Romeo / Manassa	78	29	37 %
Mosca	34	18	21 %
<b>Total</b>	<b>908</b>	<b>340</b>	<b>37 %</b>

The weighted data was analyzed using SPSS statistical software (SPSS Inc. 1997) and is presented in two reports. The first report contains highlights from the survey presented for all residents and broken out by central community listed above. The second report contains summary tables for all the questions asked in the survey. Tables are first presented for the entire resident sample and then for each of the central communities.

**References:**

Dillman, DA 1978 "Mail and Telephone Surveys: The Total Design Method." New York : Wiley and Sons Publishing.

SPSS Inc. 1977 "SPSS Base 7.5 for Windows User's Guide." Chicago: SPSS Inc.

U.S. Census Data 1990

## Highlights of LCA Community Study

### Byway Wide Residents (n=340)

#### Demographics

- The average Byway resident who responded to this survey is a fifty four year old Hispanic male who has lived on the Byway year-round half his life, owns his own two person home in the country, is a high school graduate and a farmer.
- Most (59.8 %) respondents were Hispanic, 68.2 % Male.
- Ages of respondents ranged from 18 to 95, with the average being 54.
- The majority (52.8 %) of respondents live in the country, most full-time for an average of 26 years. Almost all (96.7 %) are permanent residents. Most (77 %) own their own homes, with 47.4 % of households having two persons living in them.
- The most common occupations are farming and forestry, followed closely behind by education and computers. Over a quarter of residents (27.2 %) are retired.
- The majority of respondents (77%) do not own their own business. Of those who do own their own business, most are computer labs (39.8 %).
- Almost a quarter (22.6 %) of respondents have graduated high school, 21.9 % have received some college education.

#### The Importance and Attainability of Benefits and Experiences

- Residents were asked to rate the importance of a list of benefits and experiences gained through living along the Byway (-3 = very unimportant to +3 = very important). The most important benefits and experiences to respondents were Enjoying the Valley's natural scenery (mean = 2.2), A stronger desire to care for the natural environment (mean = 2.1), and Experiencing peace and quiet (mean = 2.1). The least important benefits and experiences include A stronger sense of ethnic identity (mean = 1.1), Sharing my cultural heritage with visitors (mean = 1.1), and Talking with visitors to the area (mean = 1.0).
- Residents were also asked to rate the extent to which they were able to attain the same benefits and experiences through living along the Byway (-2 = totally unable to +2 = totally able). Enjoying the Valley's natural scenery was the most able to attain (mean = 1.5) followed by Nurturing my spiritual values (mean = 1.3) and Feeling connected with nature (mean = 1.3). Benefits and experiences ranked least attainable according to respondents were Improved mental health (mean = .76), Feeling good about the way we are caring for our cultural heritage (mean = .74), and A greater respect for my cultural heritage (mean = .70).

### Management Actions

- Residents were asked how important they felt it was to manage for certain benefits (1 = not at all important to 5 = extremely important). The benefits that respondents felt it was most important to manage for were Reduced looting and vandalism of cultural, historic, and religious sites (mean = 4.5), A stronger desire to care for the Byway's natural resources (mean = 4.4), and Better community and public safety services (schools, fire protection, etc.) (mean = 4.4). The least important benefits to manage for were Greater community involvement in tourism issues (mean = 3.9), Local economic growth from tourism (mean = 3.9), and Retention of a distinct cultural atmosphere (mean = 3.9).
- Residents were also asked what level of management they felt there should be in relation to the natural, cultural, and historic attractions along the Byway (1 = a lot less management to 5 = a lot more management). Respondents felt that there should be a lot more management when it comes to Protection of the natural environment (mean = 4.3), Maintenance and upkeep of our public places (mean = 4.3) and Preservation of traditional architecture (mean = 4.2). Respondents felt that there shouldn't be as much management when it comes to Restrictions on the behavior of visitors when they are here as guests (mean = 3.7), The quiet and isolation of my community (mean = 3.4), and the Volume of traffic (mean = 3.0)

### The Acceptability of Services and Facilities

- Residents were asked how acceptable certain services and facilities would be in their community (-2 = totally unacceptable to +2 = totally acceptable). The most acceptable services were Historic sites (mean = 1.5), Museums (mean = 1.5), and Cultural centers (mean = 1.4). The least acceptable services were Fast food restaurants (mean = .40), Condominiums (mean = .28), and Bars / Taverns (mean = -.44).

### Sharing the Hispanic Culture with Visitors

- Residents were asked the extent to which they agree or disagree with certain outcomes of sharing the Hispanic culture with visitors (-2 = strongly disagree to +2 = strongly agree). The outcomes that respondents agreed with the most were Preserve the stories and folklore which have been passed down (mean = 1.3), Help local residents learn more about the Hispanic culture (mean = 1.2), and Revive the arts and traditions of the area (mean = 1.2). The outcomes that respondents agreed with the least were Commercialize the Hispanic culture (mean = .15), Dilute the Hispanic culture (mean = -.69), and Decrease the amount of Spanish being spoken among Hispanic residents (mean = -.78).
- Residents were also asked how active they felt public officials, private service providers, and public land managers should be in sharing the Hispanic culture with visitors to the Byway. Of these respondents, 44 % felt they should be very active in sharing the Hispanic culture.
- Residents were also asked what they felt were appropriate ways of sharing the Hispanic culture with visitors to the Byway. Respondents felt that the most appropriate ways of sharing were through Museums or cultural centers (76 % of respondents), Opening cultural sites such as churches and ruins to visitors (72 %), and

Books written by residents (64 %). Respondents felt that the least appropriate ways were Audio cassettes for visitors to listen to in their car (36.5 %), Formal lectures (29.5 %) and Books written by non-residents (20 %).

### Alamosa Residents (n=75)

#### Demographics

- The average Alamosa resident who responded to this survey is a fifty two year old Hispanic male who has lived on the Byway year-round half his life, owns his own two person home in the town, is a college graduate and a teacher.
- The majority (54.2 %) of respondents were Hispanic, 63 % Male.
- Ages of respondents ranged from 22 to 95, with the average being 52.
- Most (68 %) of respondents live in the town, most full-time for an average of 20 years. All are permanent residents. The majority of residents (72.3 %) own their own homes, with 32.5 % of households having two persons living in them.
- The most common occupations are education, followed closely behind by social service and arts and media. More than one-quarter (27.8 %) are retired.
- The majority of respondents (90.5 %) do not own their own business.
- One-fifth (20.7 %) of respondents have graduated college, 19.2 % have graduated high school, and 18.8 % have a graduate degree.

#### The Importance and Attainability of Benefits and Experiences

- Residents were asked to rate the importance of a list of benefits and experiences gained through living along the Byway (-3 = very unimportant to +3 = very important). The most important benefits and experiences to respondents were Enjoying the Valley's natural scenery (mean = 2.2), Experiencing peace and quiet (mean = 2.0), and A greater feeling of personal freedom (mean = 2.0). The least important benefits and experiences include Living in a community where things don't change very much (mean = .73), Sharing my cultural heritage with visitors (mean = .70), and Talking with visitors to the area (mean = .63).
- Residents were also asked to rate the extent to which they were able to attain the same benefits and experiences through living along the Byway (-2 = totally unable to +2 = totally able). Enjoying the Valley's natural scenery was the most able to attain (mean = 1.4) followed by Feeling connected with nature (mean = 1.2) and Feeling that my community is a special place to live (mean = 1.2). Benefits and experiences ranked least attainable according to respondents were Greater knowledge of my culture (mean = .42), Living in a community where things don't change very much (mean = .42), and Sharing my cultural heritage with visitors (mean = .33).

#### Management Actions

- Residents were asked how important they felt it was to manage for certain benefits (1 = not at all important to 5 = extremely important). The benefits that respondents

felt it was most important to manage for were Reduced looting and vandalism of cultural, historic, and religious sites (mean = 4.5), More job opportunities for residents (mean = 4.3) and A stronger desire to care for the Byway's natural resources (mean = 4.3). The least important benefits to manage for were A stronger sense of cultural awareness among my communities young people (mean = 3.7), Local economic growth from tourism (mean = 3.7), and Retention of a distinct cultural atmosphere (mean = 3.7).

- Residents were also asked what level of management they felt there should be in relation to the natural, cultural, and historic attractions along the Byway (1= a lot less management to 5 = a lot more management). Respondents felt that there should be a lot more management when it comes to Protection of the natural environment (mean = 4.3), Cultural events (mean = 4.0) and Preservation of traditional architecture (mean = 4.0). Respondents felt that there shouldn't be as much management when it comes to Visitors staying longer in my community (mean = 3.5), Number of visitors to my community (mean = 3.5), and the Volume of traffic (mean = 2.5).

#### The Acceptability of Services and Facilities

- Residents were asked how acceptable certain services and facilities would be in their community (-2 = totally unacceptable to +2 = totally acceptable). The most acceptable services were Historic sites (mean = 1.6), Hiking trails (mean = 1.6), and Cultural centers (mean = 1.6). The least acceptable services were Resorts (mean = .53), Condominiums (mean = .48), and Bars / Taverns (mean = -.45).

#### Sharing the Hispanic Culture with Visitors

- Residents were asked the extent to which they agree or disagree with certain outcomes of sharing the Hispanic culture with visitors (-2 = strongly disagree to +2 = strongly agree). The outcomes that respondents agreed with the most were Preserve the stories and folklore which have been passed down (mean = 1.2), Revive the arts and traditions of the area (mean = 1.2), and Increase local pride in the Hispanic culture (mean = 1.1). The outcomes that respondents agreed with the least were Commercialize the Hispanic culture (mean = -.12), Dilute the Hispanic culture (mean = -.52), and Decrease the amount of Spanish being spoken among Hispanic residents (mean = -.65).
- Residents were also asked how active they felt public officials, private service providers, and public land managers should be in sharing the Hispanic culture with visitors to the Byway. Most, 32.4 %, respondents felt they should be moderately active in sharing the Hispanic culture.
- Residents were also asked what they felt were appropriate ways of sharing the Hispanic culture with visitors to the Byway. Respondents felt that the most appropriate ways of sharing were through Museums or cultural centers (76 % of respondents), Opening cultural sites such as churches and ruins to visitors (72.6 %), and Books written by residents (55.7 %). Respondents felt that the least appropriate ways were Audio cassettes for visitors to listen to in their car (27.8 %), Formal lectures (16.7 %) and Books written by non-residents (12.6 %).

## Antonito Residents (n=67)

### Demographics

- The average Antonito resident who responded to this survey is a fifty six year old Hispanic male who has lived on the Byway year-round over half his life, owns his own two person home in the town, has had some college education and is a teacher.
- The vast majority (91.7 %) of respondents were Hispanic, 64.2 % Male.
- Ages of respondents ranged from 28 to 89, with the average being 56.
- Most (51.4 %) of respondents live in the town, most full-time for an average of 34 years. Almost all (92 %) are permanent residents. The majority (89.2 %) own their own homes, with 40.3 % of households having two persons living in them.
- The most common occupations are education, followed closely behind by homemaking and farming/forestry. Almost one-third (29.7 %) are retired.
- The majority of respondents (89.6 %) do not own their own business. Of those who do however, most (71.5 %) own a ranch.
- Over one-fifth (21.4 %) of respondents have some college education while 19.6 % have graduated high school.

### The Importance and Attainability of Benefits and Experiences

- Residents were asked to rate the importance of a list of benefits and experiences gained through living along the Byway (-3 = very unimportant to +3 = very important). The most important benefits and experiences to respondents were Feeling that my community is a special place to live (mean = 2.1), A greater feeling of personal freedom (mean = 2.0), and Greater pride in my community (mean = 1.9). Each of these benefits were in the top half on the list of able to attain. The least important benefits and experiences include Seeing visitors get excited about our cultural heritage (mean = 1.1), Sharing my cultural heritage with visitors (mean = 1.0), and Talking with visitors to the area (mean = .97).
- Residents were also asked to rate the extent to which they were able to attain the same benefits and experiences through living along the Byway (-2 = totally unable to +2 = totally able). Feeling connected with nature was the most able to attain (mean = 1.3) followed by Being part of a community rich in culture and history (mean = 1.3) and Enjoying the Valley's natural scenery (mean = 1.2). Benefits and experiences ranked least attainable according to respondents were Sharing my cultural heritage with visitors (mean = .67), Seeing visitors get excited about our cultural heritage (mean = .65), and A stronger sense of who I am as a person (mean = .47).

### Management Actions

- Residents were asked how important they felt it was to manage for certain benefits (1 = not at all important to 5 = extremely important). The benefits that respondents felt it was most important to manage for were Reduced looting and vandalism of cultural, historic, and religious sites (mean = 4.5), Improving our community's physical infrastructure (sidewalks, etc.) (mean = 4.4), and Better community and public safety services (schools, fire protection, etc.) (mean = 4.4). The least important benefits to manage for were Retention of a distinct cultural atmosphere

(mean = 3.9), Greater community involvement in tourism issues (mean = 3.8), and A stronger sense of cultural awareness among my communities young people (mean = 3.8).

- Residents were also asked what level of management they felt there should be in relation to the natural, cultural, and historic attractions along the Byway (1= a lot less management to 5 = a lot more management). Respondents felt that there should be a lot more management when it comes to Recreation facilities and services in my community (mean = 4.5), Maintenance and upkeep of our public places (mean = 4.4) and Preservation of traditional architecture (mean = 4.3). Respondents felt that there shouldn't be as much management when it comes to The quiet and isolation of my community (mean = 3.6), Restrictions on the behavior of visitors while they are here as guests (mean = 3.6), and the Volume of traffic (mean = 3.5).

#### The Acceptability of Services and Facilities

- Residents were asked how acceptable certain services and facilities would be in their community (-2 = totally unacceptable to +2 = totally acceptable). The most acceptable services were Historic sites (mean = 1.3), Museums (mean = 1.2), and Festivals and fairs (mean = 1.2). The least acceptable services were Commercial outfitters and guides (mean = .62), Condominiums (mean = .20), and Bars / Taverns (mean = -.02).

#### Sharing the Hispanic Culture with Visitors

- Residents were asked the extent to which they agree or disagree with certain outcomes of sharing the Hispanic culture with visitors (-2 = strongly disagree to +2 = strongly agree). The outcomes that respondents agreed with the most were Preserve the stories and folklore which have been passed down (mean = 1.5), Increase local pride in the Hispanic culture (mean = 1.5), and Revive the arts and traditions of the area (mean = 1.4). The outcomes that respondents agreed with the least were Assimilate the Hispanic culture into the mainstream American culture (mean = .42), Dilute the Hispanic culture (mean = -.50), and Decrease the amount of Spanish being spoken among Hispanic residents (mean = -.62).
- Residents were also asked how active they felt public officials, private service providers, and public land managers should be in sharing the Hispanic culture with visitors to the Byway. The majority of respondents (61.6 %) felt they should be very active in sharing the Hispanic culture.
- Residents were also asked what they felt were appropriate ways of sharing the Hispanic culture with visitors to the Byway. Respondents felt that the most appropriate ways of sharing were through Museums or cultural centers (79.8 % of respondents), Opening cultural sites such as churches and ruins to visitors (72.6 %), and Informally talking with visitors (71.8 %). Respondents felt that the least appropriate ways were Audio cassettes for visitors to listen to in their car (30.8 %), Formal lectures (30.0 %) and Books written by non-residents (11.8 %).

## Ft. Garland Residents (n=53)

### Demographics

- The average Ft. Garland resident who responded to this survey is a fifty six year old Hispanic male who has lived on the Byway year-round half his life, owns his own two person home in the country, has had some graduate school education and works with computers or mathematics.
- Most (51.2 %) of respondents were Hispanic, 88.4 % Male.
- Ages of respondents ranged from 29 to 83, with the average being 56.
- Two-thirds (66.8 %) of respondents live in the country, most full-time for an average of 20 years. Almost all (97 %) are permanent residents. Most residents (61.3 %) own their own homes, with 71.6% of households having two persons living in them.
- The most common occupations are computer and mathematical. 28.8 % are retired.
- The majority of respondents (54.8 %) own their own business, most of these (64.4 %) are computer labs.
- Almost half (41.3 %) of respondents have some graduate school education while 20.8 % have graduated high school.

### The Importance and Attainability of Benefits and Experiences

- Residents were asked to rate the importance of a list of benefits and experiences gained through living along the Byway (-3 = very unimportant to +3 = very important). The most important benefits and experiences to respondents were A stronger desire to care for the natural environment (mean = 2.5), Improved physical health (mean = 2.4), and Enjoying the Valley's natural scenery (mean = 2.4). The least important benefits and experiences include Living in a community where things don't change very much (mean = 1.0), A stronger sense of ethnic identity (mean = .45), and Living in a community that moves at a slow pace (mean = .26).
- Residents were also asked to rate the extent to which they were able to attain the same benefits and experiences through living along the Byway (-2 = totally unable to +2 = totally able). Improved physical health was the most able to attain (mean = 2.4) followed by Enjoying the Valley's natural scenery (mean = 1.8) and Nurturing my spiritual values (mean = 1.7). Benefits and experiences ranked least attainable according to respondents were Sharing my cultural heritage with visitors (mean = .38), Feeling good about the way we are caring for our cultural heritage (mean = .36), and A greater respect for my cultural heritage (mean = .33).

### Management Actions

- Residents were asked how important they felt it was to manage for certain benefits (1 = not at all important to 5 = extremely important). The benefits that respondents felt it was most important to manage for were Reduced looting and vandalism of cultural, historic, and religious sites (mean = 4.7), A stronger desire to take care of the Byway's natural resources (mean = 4.7) and An improved relationship with the natural world (mean = 4.6). The least important benefits to manage for were Retention of a distinct cultural atmosphere (mean = 4.2), Greater community

involvement in tourism issues (mean = 4.2), and Improving our community's physical infrastructure (sidewalks, etc.) (mean = 3.5).

- Residents were also asked what level of management they felt there should be in relation to the natural, cultural, and historic attractions along the Byway (1 = a lot less management to 5 = a lot more management). Respondents felt that there should be a lot more management when it comes to Protection of the natural environment (mean = 4.6), Maintenance and upkeep of our public places (mean = 4.5), and Preservation of traditional architecture (mean = 4.5). Respondents felt that there shouldn't be as much management when it comes to Guest services (mean = 3.8), The quiet and isolation of my community (mean = 3.0), and the Volume of traffic (mean = 2.7).

#### The Acceptability of Services and Facilities

- Residents were asked how acceptable certain services and facilities would be in their community (-2 = totally unacceptable to +2 = totally acceptable). The most acceptable services were Historic sites (mean = 1.8), Museums (mean = 1.8), and Cultural centers (mean = 1.7). The least acceptable services were Commercial outfitters and guides (mean = .98), Fast food restaurants (mean = -.15), and Bars / Taverns (mean = -.44).

#### Sharing the Hispanic Culture with Visitors

- Residents were asked the extent to which they agree or disagree with certain outcomes of sharing the Hispanic culture with visitors (-2 = strongly disagree to +2 = strongly agree). The outcomes that respondents agreed with the most were Preserve the stories and folklore which have been passed down (mean = 1.6), Help local residents learn more about the Hispanic culture (mean = 1.6), and Maintain my desire image of myself and my community (mean = 1.6). The outcomes that respondents agreed with the least were Assimilate the Hispanic culture into the mainstream American culture (mean = -.07), Dilute the Hispanic culture (mean = -1.0), and Decrease the amount of Spanish being spoken among Hispanic residents (mean = -1.2).
- Residents were also asked how active they felt public officials, private service providers, and public land managers should be in sharing the Hispanic culture with visitors to the Byway. The majority of respondents (67.6 %) felt they should be very active in sharing the Hispanic culture.
- Residents were also asked what they felt were appropriate ways of sharing the Hispanic culture with visitors to the Byway. Respondents felt that the most appropriate ways of sharing were through Museums or cultural centers (78.7 % of respondents), Opening cultural sites such as churches and ruins to visitors (72.9 %), and Informally talking with visitors (71.5 %). Respondents felt that the least appropriate ways were Audio cassettes for visitors to listen to in their car (55.5 %), Formal lectures (52.7 %) and Books written by non-residents (41.3 %).

## San Luis Residents (n=46)

### Demographics

- The average San Luis resident who responded to this survey is a fifty seven year old Hispanic male who has lived on the Byway year-round half his life, owns his own two person home in the country, has graduated high school and is a teacher.
- Almost all (90 %) of respondents were Hispanic, 61 % Male.
- Ages of respondents ranged from 27 to 82, with the average being 57.
- Two-thirds (66.8 %) of respondents live in the country, most full-time for an average of 32 years. Almost all (96.4 %) are permanent residents. All most all residents (85.2 %) own their own homes, 47.6% of households have two persons living in them.
- The most common occupations are educational, following by farming/forestry and maintenance/repair. Almost half (42.6 %) are retired.
- The majority of respondents (79 %) do not own their own business.
- A quarter (24 %) of respondents have graduated high school, 23.5 % have had some college education, and 20.4 % have a graduate degree.

### The Importance and Attainability of Benefits and Experiences

- Residents were asked to rate the importance of a list of benefits and experiences gained through living along the Byway (-3 = very unimportant to +3 = very important). The most important benefits and experiences to respondents were Being part of a community rich in culture and history (mean = 2.5), Enjoying the Valley's natural scenery (mean = 2.5), and Experiencing peace and quiet (mean = 2.5). The least important benefits and experiences include Finding satisfaction in telling visitors what makes my community special (mean = 1.6), Seeing visitors get excited about our cultural heritage (mean = 1.6), and Living in a community where things don't change very much (mean = 1.5).
- Residents were also asked to rate the extent to which they were able to attain the same benefits and experiences through living along the Byway (-2 = totally unable to +2 = totally able). Enjoying the Valley's natural scenery was the most able to attain (mean = 1.8) followed by Feeling connected with nature (mean = 1.7) and Nurturing my spiritual values (mean = 1.6). Benefits and experiences ranked least attainable according to respondents were Feeling good about the way we are caring for our cultural heritage (mean = 1.2), Improved mental health (mean = 1.2), and Living in a community where things don't change very much (mean = 1.1).

### Management Actions

- Residents were asked how important they felt it was to manage for certain benefits (1 = not at all important to 5 = extremely important). The benefits that respondents felt it was most important to manage for were Reduced looting and vandalism of cultural, historic, and religious sites (mean = 4.6), Better community and public safety services (schools, fire prevention, etc.) (mean = 4.6) and A stronger desire to take care of the Byway's natural resources (mean = 4.4). The least important benefits to manage for were Maintaining a small town atmosphere (mean = 4.1), Greater community involvement in tourism issues (mean = 4.0), and Local economic growth from tourism (mean = 4.0).

- Residents were also asked what level of management they felt there should be in relation to the natural, cultural, and historic attractions along the Byway (1= a lot less management to 5 = a lot more management). Respondents felt that there should be a lot more management when it comes to Maintenance and upkeep of our public places (mean = 4.5), Protection of the natural environment (mean = 4.5) and Cultural events (mean = 4.4). Respondents felt that there shouldn't be as much management when it comes to Restrictions on the behavior of visitors while they are here as guests (mean = 3.8), The quiet and isolation of my community (mean = 3.0), and the Volume of traffic (mean = 2.7).

#### The Acceptability of Services and Facilities

- Residents were asked how acceptable certain services and facilities would be in their community (-2 = totally unacceptable to +2 = totally acceptable). The most acceptable services were Historic sites (mean = 1.6), Museums (mean = 1.5), and Cultural centers (mean = 1.5). The least acceptable services were Resorts (mean = .44), Condominiums (mean = -.17), and Bars / Taverns (mean = -.60).

#### Sharing the Hispanic Culture with Visitors

- Residents were asked the extent to which they agree or disagree with certain outcomes of sharing the Hispanic culture with visitors (-2 = strongly disagree to +2 = strongly agree). The outcomes that respondents agreed with the most were Increase local pride in the Hispanic culture (mean = 1.4), Preserve the stories and folklore which have been passed down (mean = 1.4), and Revive the arts and traditions of the area (mean = 1.4). The outcomes that respondents agreed with the least were Commercialize the Hispanic culture (mean = -.20), Dilute the Hispanic culture (mean = -.78), and Decrease the amount of Spanish being spoken among Hispanic residents (mean = -.84).
- Residents were also asked how active they felt public officials, private service providers, and public land managers should be in sharing the Hispanic culture with visitors to the Byway. The majority of respondents (44 %) felt they should be very active, and 26.5 % felt they should be somewhat active in sharing the Hispanic culture with visitors to the Byway.
- Residents were also asked what they felt were appropriate ways of sharing the Hispanic culture with visitors to the Byway. Respondents felt that the most appropriate ways of sharing were through Museums or cultural centers (81.5 % of respondents), Opening cultural sites such as churches and ruins to visitors (72.5 %), and Books written by residents (68.6 %). Respondents felt that the least appropriate ways were Audio cassettes for visitors to listen to in their car (32.7%), Formal lectures (28.4 %) and Books written by non-residents (15.5 %).

## Sanford /La Jara Residents (n=52)

### Demographics

- The average Sanford / La Jara resident who responded to this survey is a fifty four year old Hispanic male who has lived on the Byway year-round half his life, owns his own two person home in the country, has had some college education and is a farmer.
- Most (53 %) of respondents were Hispanic, 68.4 % Male.
- Ages of respondents ranged from 21 to 87, with the average being 54.
- The majority (59.6 %) of respondents live in the country, most full-time for an average of 24 years. All are permanent residents. Almost all of residents (84 %) own their own homes, with 39.2 % of households having two persons living in them.
- The most common occupations are farming/forestry. One-fifth (21.3 %) are retired.
- The majority of respondents (92.6 %) do not own their own business. Of those who do however, most own a real estate office or farm.
- Over one-third of residents (39.6 %) have had some college education and 27 % of respondents have graduated high school.

### The Importance and Attainability of Benefits and Experiences

- Residents were asked to rate the importance of a list of benefits and experiences gained through living along the Byway (-3 = very unimportant to +3 = very important). The most important benefits and experiences to respondents were A greater understanding of our dependency on the land (mean = 2.4), Experiencing peace and quiet (mean = 2.4), and Enjoying the Valley's natural scenery (mean = 2.4). Each of these benefits were in the top ten on the list of able to attain. The least important benefits and experiences include Seeing visitors get excited about our cultural heritage (mean = 1.3), Talking with visitors to the area (mean = .87), and Sharing my cultural heritage with visitors (mean = .57).
- Residents were also asked to rate the extent to which they were able to attain the same benefits and experiences through living along the Byway (-2 = totally unable to +2 = totally able). Enjoying the Valley's natural scenery was the most able to attain (mean = 1.3) followed by Feeling connected with nature (mean = 1.3) and Feeling that my community is a special place to live (mean = 1.2). Benefits and experiences ranked least attainable according to respondents were A stronger sense of who I am as a person (mean = .48), Talking with visitors to the area (mean = .47), and Sharing my cultural heritage with visitors (mean = .41).

### Management Actions

- Residents were asked how important they felt it was to manage for certain benefits (1 = not at all important to 5 = extremely important). The benefits that respondents felt it was most important to manage for were Maintaining a small town atmosphere (mean = 4.3), More job opportunities for residents (mean = 4.3) and Reduced looting and vandalism of cultural, historic, and religious sites (mean = 4.3). The least important benefits to manage for were A stronger sense of cultural awareness among my communities young people (mean = 3.8), Retention of a distinct cultural atmosphere (mean = 3.8), and Maintaining a distinctive main street architecture (mean = 3.7).

- Residents were also asked what level of management they felt there should be in relation to the natural, cultural, and historic attractions along the Byway (1 = a lot less management to 5 = a lot more management). Respondents felt that there should be a lot more management when it comes to Maintenance and upkeep of our public places (mean = 4.2), Recreation facilities and services in my community (mean = 4.1) and Cultural events (mean = 4.1). Respondents felt that there shouldn't be as much management when it comes to Restrictions on the behavior of visitors while they are here as guests (mean = 3.4), The quiet and isolation of my community (mean = 3.3), and the Volume of traffic (mean = 3.0).

#### The Acceptability of Services and Facilities

- Residents were asked how acceptable certain services and facilities would be in their community (-2 = totally unacceptable to +2 = totally acceptable). The most acceptable services were Museums (mean = 1.3), Hiking trails (mean = 1.2), and Visitor tours of mission churches (mean = 1.2). The least acceptable services were Fast food restaurants (mean = .45), Condominiums (mean = -.35), and Bars / Taverns (mean = -.40).

#### Sharing the Hispanic Culture with Visitors

- Residents were asked the extent to which they agree or disagree with certain outcomes of sharing the Hispanic culture with visitors (-2 = strongly disagree to +2 = strongly agree). The outcomes that respondents agreed with the most were Preserve the stories and folklore which have been passed down (mean = 1.1), Increase local pride in the Hispanic culture (mean = .94), and Revive the arts and traditions of the area (mean = .90). The outcomes that respondents agreed with the least were Commercialize the Hispanic culture (mean = -.04), Dilute the Hispanic culture (mean = -.43), and Decrease the amount of Spanish being spoken among Hispanic residents (mean = -.45).
- Residents were also asked how active they felt public officials, private service providers, and public land managers should be in sharing the Hispanic culture with visitors to the Byway. Most respondents (31.2 %) felt they should be somewhat active, and 28.4 % felt they should be very active in sharing the Hispanic culture with visitors to the Byway.
- Residents were also asked what they felt were appropriate ways of sharing the Hispanic culture with visitors to the Byway. Respondents felt that the most appropriate ways of sharing were through Museums or cultural centers (73% of respondents), Opening cultural sites such as churches and ruins to visitors (73 %), and Books written by residents (63.2 %). Respondents felt that the least appropriate ways were Audio cassettes for visitors to listen to in their car (37%), Formal lectures (21.5 %) and Books written by non-residents (14.3 %).

## Romeo/Manassa Residents (n=29)

### Demographics

- The average Romeo / Manassa resident who responded to this survey is a fifty two year old Hispanic female who has lived on the Byway year-round over half her life, owns her own two person home in the town, is a high school graduate and a farmer.
- The majority (62.3 %) of respondents were Hispanic, 51 % Female.
- Ages of respondents ranged from 18 to 84, with the average being 52.5.
- Most (58.4 %) of respondents live in the town, most full-time for an average of 32 years. Almost all (97 %) are permanent residents. Almost all of residents (90 %) own their own homes, with 38.6 % of households having two persons living in them.
- The most common occupations are farming/forestry, followed by construction/extraction. Seventeen percent are retired.
- The majority of respondents (86 %) do not own their own business. Those who do however, own an accounting firm, medical clinic, liquor store, or farm.
- One-third (34 %) of respondents have graduated high school.

### The Importance and Attainability of Benefits and Experiences

- Residents were asked to rate the importance of a list of benefits and experiences gained through living along the Byway (-3 = very unimportant to +3 = very important). The most important benefits and experiences to respondents were Maintenance of my traditional way of life (mean = 2.1), A greater respect for my cultural heritage (mean = 2.0), and A greater understanding of our dependency on the land (mean = 2.0). The least important benefits and experiences include Finding satisfaction in telling visitors what makes my community special (mean = 1.0), Living in a community that moves at a slow pace (mean = .87), and Living in a community where things don't change very much (mean = .87).
- Residents were also asked to rate the extent to which they were able to attain the same benefits and experiences through living along the Byway (-2 = totally unable to +2 = totally able). Feeling connected with nature was the most able to attain (mean = 1.2) followed by Stronger ties with my family (mean = 1.2) and Feeling that my community is a special place to live (mean = 1.2). Benefits and experiences ranked least attainable were Finding satisfaction in telling visitors what makes my community special (mean = .92), Sharing my cultural heritage with visitors (mean = .87) and Living in a community that moves at a slow pace (mean = .68).

### Management Actions

- Residents were asked how important they felt it was to manage for certain benefits (1 = not at all important to 5 = extremely important). The benefits that respondents felt it was most important to manage for were Increased quality of life for residents (mean = 4.3), Better community and public safety services (schools, fire prevention, etc.) (mean = 4.3), and More job opportunities for residents (mean = 4.2). The least important benefits were Greater community involvement in tourism issues (mean = 3.8), Local economic growth from tourism (mean = 3.7), and A stronger sense of cultural awareness among my communities young people (mean = 3.6).

- Residents were also asked what level of management they felt there should be in relation to the natural, cultural, and historic attractions along the Byway (1 = a lot less management to 5 = a lot more management). Respondents felt that there should be a lot more management when it comes to Maintenance and upkeep of our public places (mean = 4.3), Preservation of traditional architecture (mean = 4.2), and Shopping opportunities (mean = 4.2). Respondents felt that there shouldn't be as much management when it comes to Restrictions on the behavior of visitors while they are here as guests (mean = 3.6), The quiet and isolation of my community (mean = 3.5), and the Volume of traffic (mean = 3.2).

#### The Acceptability of Services and Facilities

- Residents were asked how acceptable certain services and facilities would be in their community (-2 = totally unacceptable to +2 = totally acceptable). The most acceptable services were Museums (mean = 1.4), Grocery stores (mean = 1.4), and Public restrooms (mean = 1.3). The least acceptable services were Resorts (mean = .20), Condominiums (mean = -.31), and Bars / Taverns (mean = -.77).

#### Sharing the Hispanic Culture with Visitors

- Residents were asked the extent to which they agree or disagree with certain outcomes of sharing the Hispanic culture with visitors (-2 = strongly disagree to +2 = strongly agree). The outcomes that respondents agreed with the most were Encourage Hispanics to actively participate in their culture (mean = 1.3), Preserve the stories and folklore which have been passed down (mean = 1.2), and Encourage local economic growth from cultural tourism (mean = 1.2). The outcomes that respondents agreed with the least were Commercialize the Hispanic culture (mean = .13), Dilute the Hispanic culture (mean = -.75), and Decrease the amount of Spanish being spoken among Hispanic residents (mean = -.95).
- Residents were also asked how active they felt public officials, private service providers, and public land managers should be in sharing the Hispanic culture with visitors to the Byway. Most of respondents (25.9 %) felt they should be very active, in sharing the Hispanic culture with visitors to the Byway.
- Residents were also asked what they felt were appropriate ways of sharing the Hispanic culture with visitors to the Byway. Respondents felt that the most appropriate ways of sharing were through Opening cultural sites such as churches and ruins to visitors (72.5% of respondents), Museums or cultural centers (62.6 %), and Books written by residents (61 %). Respondents felt that the least appropriate ways were Audio cassettes for visitors to listen to in their car (24.5%), Formal lectures (14.6 %), and Books written by non-residents (10.4 %).

## Mosca Residents (n=18)

### Demographics

- The average Mosca resident who responded to this survey is a forty four year old White female who has lived on the Byway permanently one third of her life, owns her own two person home in the country, has had some college education and is a farmer.
- The vast majority (87.4 %) of respondents were White, 56.3 % Female.
- Ages of respondents ranged from 27 to 67, with the average being 44.
- The majority (81.2 %) of respondents live in the country, most full-time for an average of 14 years. Almost all (93.8 %) are permanent residents. Three-quarters own their own homes, with half of households having two persons living in them.
- The most common occupations are farming/forestry, followed by education.
- The majority of respondents (81.2 %) do not own their own business. Those who do however, own construction, plumbing, or well drilling businesses.
- Almost one-third (31.3 %) have had some college education.

### The Importance and Attainability of Benefits and Experiences

- Residents were asked to rate the importance of a list of benefits and experiences through living along the Byway (-3 = very unimportant to +3 = very important). The most important benefits and experiences to respondents were Enjoying the Valley's natural scenery (mean = 2.6), A greater understanding of our dependency on the land (mean = 2.4), and Experiencing peace and quiet (mean = 2.4). Each of these benefits were in the top five on the list of able to attain. The least important benefits and experiences include A better sense of my place in the history of the San Luis Valley (mean = .06), Seeing visitors get excited about our cultural heritage (mean = -.06), and Sharing my cultural heritage with visitors (mean = -.25).
- Residents were also asked to rate the extent to which they were able to attain the same benefits and experiences through living along the Byway (-2 = totally unable to +2 = totally able). Enjoying the Valley's natural scenery was the most able to attain (mean = 1.6) followed by Living in a community that moves at a slow pace (mean = 1.4) and A stronger desire to care for the natural environment (mean = 1.3). Benefits and experiences ranked least attainable according to respondents were A better sense of my place in the history of the San Luis Valley (mean = .31), A greater appreciation of the arts (mean = .18), and Greater knowledge of my own culture (mean = -.06).

### Management Actions

- Residents were asked how important they felt it was to manage for certain benefits (1 = not at all important to 5 = extremely important). The benefits that respondents felt it was most important to manage for were Maintaining a rural lifestyle (mean = 4.3), Maintaining a small town atmosphere (mean = 4.2), and A stronger desire to take care of the Byway's natural resources (mean = 4.1). The least important benefits to manage for were Improving our community's physical infrastructure (mean = 2.8), Maintaining a distinctive main street architecture (mean = 2.6), and Local economic growth from tourism (mean = 2.6).
- Residents were also asked what level of management they felt there should be in relation to the natural, cultural, and historic attractions along the Byway (1= a lot less

management to 5 = a lot more management). Respondents felt that there should be a lot more management when it comes to Protection of the natural environment (mean = 4.5), Preservation of traditional architecture (mean = 4.1), and Maintaining a small town atmosphere (mean = 3.9). Respondents felt that there shouldn't be as much management when it comes to Number of visitors to my community (mean = 3.0), Marketing of Byway to visitors (mean = 2.9), and the Volume of traffic (mean = 2.7).

#### The Acceptability of Services and Facilities

- Residents were asked how acceptable certain services and facilities would be in their community (-2 = totally unacceptable to +2 = totally acceptable). The most acceptable services were Cultural centers (mean = .75), Historic sites (mean = .68), and Hiking trails (mean = .68). The least acceptable services were Resorts (mean = -.62), Bars / Taverns (mean = -1.1), and Condominiums (mean = -1.2).

#### Sharing the Hispanic Culture with Visitors

- Residents were asked the extent to which they agree or disagree with certain outcomes of sharing the Hispanic culture with visitors (-2 = strongly disagree to +2 = strongly agree). The outcomes that respondents agreed with the most were Preserve the stories and folklore which have been passed down (mean = .53), Encourage Hispanics to actively participate in their culture (mean = .46), and Revive the arts and traditions of the area (mean = .33). The outcomes that respondents agreed with the least were Commercialize the Hispanic culture (mean = -.36), Dilute the Hispanic culture (mean = -.60), and Decrease the amount of Spanish being spoken among Hispanic residents (mean = -.73).
- Residents were also asked how active they felt public officials, private service providers, and public land managers should be in sharing the Hispanic culture with visitors to the Byway. One third of respondents (33.3 %) felt they should be moderately active, and one third (33.3 %) felt they should be somewhat active in sharing the Hispanic culture with visitors to the Byway.
- Residents were also asked what they felt were appropriate ways of sharing the Hispanic culture with visitors to the Byway. Respondents felt that the most appropriate ways of sharing were through Museums or cultural centers (68.8% of respondents), Books written by residents (68.8 %), and Opening cultural sites such as churches and ruins to visitors (56.3 %). Respondents felt that the least appropriate ways were Audio cassettes for visitors to listen to in their car (12.5%), Books written by non-residents (12.5 %) and Formal lectures (0 %).

## Appendix A: Survey Instruments



## Los Caminos Antiguos Scenic and Historic Byway Community Survey

We appreciate your willingness to share your opinions about the Byway. Your answers to the questions in this survey are an important part of planning for the future of the Byway and how it can best help you and your community.

Your answers are strictly confidential. All of the survey responses will be combined so that no single individual can be identified. Please answer every question as best you can. Feel free to write additional comments in the margins.

### Section I: You and Your Community

Q1. How would you describe where you live? (check one)

in the country → name of the nearest community \_\_\_\_\_

in town → name of community \_\_\_\_\_

Q2. How long have you lived in the place you indicated above? \_\_\_\_\_ years

Q3. Which of the following describe your role and position within your community? (check all that apply)

business owner

homemaker

farmer or rancher

business employee

public employee

elected official

unemployed (long term)

retired

military

student

part-time resident

full-time resident

other (please explain) \_\_\_\_\_

What is your current or most recent occupation? \_\_\_\_\_

Q4. Do you own a business anywhere along the Byway? (check one)

No

Yes → (If Yes) What type of business is it? \_\_\_\_\_

## Section II. Living Along the Byway

Local government officials, private service providers, and public land managers would like to know how you feel about living along a scenic and historic byway that includes a number of natural and cultural attractions.

- Q5. For each of the experiences listed below, please indicate: (1) how important that experience is to you and (2) the extent to which you are able to have that experience living along the Byway. (check the appropriate boxes for each item)

	Importance of the experience						Able to have that experience living along the Byway?					
	Very Unimportant	Moderately Unimportant	Somewhat Unimportant	Neither	Somewhat Important	Moderately Important	Very Important	Totally Unable	Somewhat Unable	Neither	Somewhat Able	Totally Able
Enjoying the Valley's natural scenery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being part of a community rich in culture and history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling good about the way we are caring for our cultural heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Experiencing peace and quiet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Talking with visitors to the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nurturing my spiritual values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sharing my cultural heritage with visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Living in a community that moves at a slow pace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Finding satisfaction in telling visitors what makes my community special	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling connected with nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling that my community is a special place to live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Living in a community where things don't change very much	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seeing visitors get excited about our cultural heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q6. Living along the Byway and interacting with Byway visitors can provide benefits to you as a resident. For each of the benefits listed below, please indicate: (1) how important that benefit is to you and (2) the extent to which you are able to realize that benefit from living along the Byway. (check the appropriate boxes for each benefit)

	Importance of the benefit						Able to realize that benefit from living along the Byway?					
	Very Unimportant	Moderately Unimportant	Somewhat Unimportant	Neither	Somewhat Important	Moderately Important	Very Important	Totally Unable	Somewhat Unable	Neither	Somewhat Able	Totally Able
A stronger sense of who I am as a person	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A greater respect for my cultural heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A greater understanding of our dependency on the land	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved mental health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintenance of my traditional way of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A greater appreciation of the arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A stronger sense of ethnic identity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A stronger desire to care for the natural environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased acceptance of others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A better sense of my place in the history of the San Luis Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stronger ties with my family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A greater feeling of personal freedom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved physical health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A greater appreciation for my place in the world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stronger ties with my friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greater pride in my community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greater knowledge of my own culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Others : _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q7. The Byway can also benefit your community and the natural and cultural features located along the Byway. In your opinion, how important is it to manage the Byway so that it provides each of the benefits listed below? (check the appropriate level of importance for each benefit)

How important is it to manage the Byway for ...	Not at all important	Slightly important	Moderately important	Very important	Extremely important
A stronger sense of cultural awareness among my community's young people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greater family stability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduced threat to/from at-risk youth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased work productivity of residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local economic growth from tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased quality of life for residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved understanding and tolerance of others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More job opportunities for residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retention of a distinct cultural atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preservation of our cultural heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greater community involvement in tourism issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduced looting and vandalism of cultural, historic, and religious sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A stronger desire to take care of the Byway's natural resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An improved relationship with the natural world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A greater commitment to care for the Byway's cultural and historic resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintaining a small town atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q7. Continued.

How important is it to manage the Byway for ...	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Increased community pride	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintaining a rural lifestyle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Better community and public safety services (schools, fire protection, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintaining distinctive main street architecture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving our community's physical infrastructure (e.g., sidewalks, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

---

Q8. Please describe any other important benefits that you feel the Byway should provide—to you personally, to your community, or the Byway's natural, cultural, and historic resources.

### Section III. Managing the Byway

This next section concerns how you think the Byway's natural, historic, and cultural attractions should be managed in order to provide benefits to you and your community.

Q9. For each of the following items, please indicate what you believe would best help you and your community realize the important benefits you indicated above. (check one box for each item)

	I think there should be ...				
	A lot less	A little less	Leave as is	A little more	A lot more
Protection of the natural environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preservation of traditional architecture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Volume of traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing the Byway to visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guest services (hotels, restaurants, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cultural events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintaining a small town atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Numbers of visitors to my community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interpretive programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitors staying longer in my community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising our community to potential visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amount of new development in my community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation facilities and services in my community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The quiet and isolation of my community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintenance and upkeep of our public places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restrictions on the behavior of visitors while they are here as guests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Q10. a. Are there any other things that you feel **elected officials and community leaders** should do to insure that the Byway provides benefits to you and your community?
- b. Are there any other things that you feel **local businesses** should do to insure that the Byway provides benefits to you and your community?
- c. Are there any other things that you feel **public land managers** should do to insure that the Byway provides benefits to you and your community?
- d. Are there any other things that you feel **local citizens** should do to insure that the Byway provides benefits to you and your community?

Q11. Below is a list of specific types of services that could be provided along the Byway to benefit both residents and visitors. Please indicate how acceptable you feel each of these would be in your community. (check one box for each item)

	Totally unacceptable	Somewhat unacceptable	Neither	Somewhat acceptable	Totally acceptable
Hotels/motels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bed and breakfasts/inns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tent campgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RV campgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condominiums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Resorts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bars/taverns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retail stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Historic sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Festivals and fairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cultural centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitor tours of artisan studios	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitor tours of mission churches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Roadside interpretive displays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scenic turnouts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commercial outfitters and guides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast food restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grocery stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Roadside signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Souvenir shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitor Centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guided nature walks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bike trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hiking trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q12. One of the purposes of the Byway is to preserve the Hispanic culture and history of the San Luis Valley. To be sensitive to resident concerns, we would like to know how residents feel about sharing the local Hispanic culture with visitors and what residents feel would be the best ways of doing that.

a. Please indicate how much you agree or disagree with each of the following statements (check the appropriate box for each statement):

Sharing the Hispanic culture with visitors to the Byway would:	Strongly disagree	Disagree	Neither	Agree	Strongly agree
Increase local pride in the Hispanic culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dilute the Hispanic culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide a stronger sense of self-identity within the Hispanic culture and community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Revive the arts and traditions of the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assimilate the Hispanic culture into the mainstream American culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preserve the stories and folklore which have been passed down	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintain my desired image of myself and my community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Help local residents learn more about the Hispanic culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage local economic growth from cultural tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage Hispanics to actively participate in their culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Decrease the amount of Spanish being spoken among Hispanic residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commercialize the Hispanic culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increase the amount of Spanish being spoken among Hispanic residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q13. How active do you think public officials, private service providers, and public land managers along the Byway should be in sharing the Hispanic culture with visitors? (check one)

- very active
- moderately active
- somewhat active
- not at all active
- I don't know

Q14. What do you feel are appropriate ways to share the Hispanic culture with visitors to the Byway? (check all the apply)

- informally talking with visitors
- books written by residents
- books written by non-residents
- roadside signs and displays
- brochures or newsletters
- museums or cultural centers
- reenactments or living history programs
- formal lectures
- audio cassettes for visitors to listen to in their car
- opening cultural sites such as churches and ruins to visitors
- other (please specify) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Section IV.** These last questions will tell us about the people who participated in the survey. All responses are confidential and will be combined in the analysis of the results.

Q15. In what year were you born? \_\_\_\_\_

Q16. How many people currently reside in your household? \_\_\_\_\_ people

Q17. Do you own or rent property in the San Luis Valley? (check one)

\_\_\_\_ own    \_\_\_\_ rent    \_\_\_\_ both

Q18. Do you: (check one) \_\_\_\_ have a permanent residence in the San Luis Valley?  
\_\_\_\_ have a seasonal residence (vacation or second home in the San Luis Valley?)

Q19. What is the highest level of education you have completed? (check one)

\_\_\_\_ eighth grade or less                      \_\_\_\_ college graduate  
\_\_\_\_ some high school                              \_\_\_\_ some graduate school  
\_\_\_\_ high school graduate or GED              \_\_\_\_ graduate degree  
\_\_\_\_ some college

Q20. What is your gender? (check one) \_\_\_\_ male    \_\_\_\_ female

Q21. Which of the following best describes your ethnic background? (check one)

\_\_\_\_ Hispanic  
\_\_\_\_ American Indian or Alaskan Native  
\_\_\_\_ Asian or Pacific Islander  
\_\_\_\_ White  
\_\_\_\_ Black  
\_\_\_\_ Other (please specify) \_\_\_\_\_

**Q22.** Is there anything else you would like to say about what it's like to live along the Byway or how the Byway should be managed?

**Please fold the questionnaire and return it in the postage-paid envelope provided.**

**THANKS VERY MUCH FOR YOUR HELP!**

**Los Caminos Antiguos Scenic and Historic Byway  
1998 Community Survey**

**Summary Tables**

**Prepared for: Los Caminos Antiguos Byway Association**

**Prepared by:**

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**September, 1999**

**Northern Arizona University  
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## Introduction

During the Summer and Fall of 1998 researchers from Northern Arizona University (NAU) conducted surveys of visitors and community members along Los Caminos Antiguos Scenic and Historic Byway in south central Colorado. This was a collaborative project involving NAU, the Byway Association, the Byway Planner, various land management agencies, and local residents. The purpose of this partnership was to gather information in order to develop a management plan for the byway that would reflect a balance between promoting increased tourism to bring more money and jobs to Byway residents and preserving the cultural traditions of the area. Both visitors and residents were asked about their use of the Byway and their opinions on how it should be managed. Residents' ideas and opinions were obtained through a mail survey sent to a randomly selected sample of residents from communities along the Byway. A questionnaire was developed in collaboration with the partners listed above. Questions dealt with the benefits and disbenefits of living along the byway, the actions of Byway managers, the acceptability of certain services and facilities, the outcomes of sharing the Hispanic culture with visitors, and demographics.

Surveys were sent in September, October, and November of 1998 to one thousand residents in twenty-three towns along the Byway. A sample of residents was randomly chosen from the telephone book. Standard methods for implementing a mail survey were followed including use of follow-up mailings (Dillman 1978). Selected residents were sent a preliminary postcard notifying them that they were chosen to participate in this survey and giving them the chance to request a copy of the questionnaire in Spanish. Shortly afterward, the questionnaire was sent along with a brochure describing the Byway, a personalized letter introducing the project, and a postage paid return envelope. Approximately one week later, a reminder postcard was sent thanking residents for participating and asking them to return the questionnaire as soon as possible. Two weeks after this, a second copy of the questionnaire package was sent to those who had not yet responded. One month after this mailing, a third copy was sent to those who had not yet returned their questionnaire, this one with certified postage in order to ensure that residents received the questionnaire.

In addition to follow-up mailings, incentives were used to increase response rate. Participants were informed how important their voice was in this project and the crucial role they play in the management of the Byway. Furthermore, incentives to respond such as free dinners and passes to area attractions were provided, donated by local business owners. Of the 908 questionnaires sent to valid addresses, we received 340, a response rate of 37%.

In order to calculate possible non-response bias, a telephone survey was conducted. Each household that had received a questionnaire and not returned it was contacted via telephone. Telephone respondents were asked questions from a portion of the questionnaire, including demographics. Comparisons were then made between the telephone and the mail-back respondents using chi-squared analysis. There was no significant difference among ethnicities of respondents, though the percentage of Hispanic respondents was greater in the telephone method than the mail-back method. However, there was a statistically significant difference between the two types of methods in reference to education. Therefore, those respondents with lower levels of education may be under represented in this data.

Through preliminary analysis we found that the ethnicity of survey respondents did not match the 1990 U.S. Census data for the communities we surveyed. In order to more accurately represent the views of all byway residents with this limited sample, the data was weighted by ethnicity, using the 1990 census data.

In order to facilitate analysis, the twenty-three towns were grouped together into seven central communities, according to geographic proximity. These communities and the satellite towns included with them are as follows: 1)Alamosa 2)Antonito & Fox Creek, Mogote, Las Mesitas, Conejos 3)Ft. Garland & Blanca 4)San Luis & San Pablo, Chama, San Acacio, Mesita, Garcia, Jaroso 5)La Jara/Sanford & Capulin, Bountiful, Waverly 6)Romeo/Manassa 7)Mosca. The number of surveys sent to and received from each community is presented below.

Community	Number of Surveys Sent	Number of Surveys Received	Response Rate
Alamosa	185	75	40 %
Antonito	157	67	43 %
Ft. Garland	134	53	40 %
San Luis	158	46	29 %
Sanford/La Jara	162	52	32 %
Romeo/Manassa	78	29	37 %
Mosca	34	18	21 %
<b>Total</b>	<b>908</b>	<b>340</b>	<b>37 %</b>

The weighted data was analyzed using SPSS statistical software (SPSS Inc. 1997) and is presented in two reports. The first report contains highlights from the survey presented for all residents and broken out by central community listed above. The second report contains summary tables for all the questions asked in the survey. Tables are first presented for the entire resident sample and then for each of the central communities.

#### References:

Dillman, DA 1978 "Mail and Telephone Surveys: The Total Design Method."  
New York : Wiley and Sons Publishing.

SPSS Inc. 1977 "SPSS Base 7.5 for Windows User's Guide." Chicago: SPSS Inc.

U.S. Census Data 1990

## Byway Residents

### Demographics

**Table 1. Byway Residents' Place of Residency**

Question 1. How would you describe where you live? (check one) (n=374)

Residency	Frequency	Valid Percent
In the country	199	52.8
In town	176	46.7
No response	2	

**Table 2. Byway Residents' Length of Residency**

Question 2. How long have you lived in the place you indicated above?

Valid Cases	Missing Cases	Mean Years	Standard Deviation	Minimum Years	Maximum Years
363	13	26.0	21.3	1	89

**Table 3. Byway Residents' Position within the Community**

Question 3. Which of the following describe your role and position within your community? (check all that apply)

Position	Frequency	Percent *
Full-time Resident	140	37.1
Retired	102	27.2
Business Owner	90	23.8
Farmer or Rancher	75	20.1
Public Employee	65	17.2
Homemaker	63	16.8
Business Employee	35	9.2
Elected Official	15	4.0
Part-time Resident	14	3.8
Unemployed (long term)	12	3.2
Military	10	2.7
Student	9	2.3

\* Total percents are greater than one hundred due to multiple responses

**Table 4. Byway Residents' Occupations\***

Question 3b. What is your current or most recent occupation? (n=320)

Occupation	Frequency	Valid Percent
Farming, Fishing and Forestry	45	14.0
Education, Training and Library	44	13.6
Computer and Mathematical	37	11.4
Community and Social Service	25	7.8
Construction and Extraction	21	6.5
Sales	15	4.7
Installation, Repair and Maintenance	15	4.7
Transportation and Material Moving	15	4.7
Art, Design, Entertainment, Sports and Media	12	3.7
Management	12	3.6
Business and Financial Operations	12	3.6
Food Preparation and Serving	11	3.3
Homemaker	11	3.3
Healthcare Practitioners and Technical	10	3.0
Postal Service Worker	9	2.7
Healthcare Support	6	1.8
Self-Employed	4	1.3
Office and Administrative Support	1	1.1
Military	3	0.8
Building, Grounds Cleaning, and Maintenance	2	0.5
Personal Care and Service	2	0.5
Production	2	0.5
Religious Practitioner	2	0.5
Legal	1	0.3
Protective Services	1	0.3
Architecture and Engineering	1	0.2
Life, Physical and Social Science	1	0.2
No response	56	

\* Standard Occupational Classification, Federal Register v.63, #150. August 5, 1998

**Table 5. Byway Residents' Business Ownership**

Question 4. Do you own your own business anywhere along the Byway? (check one) (n=371)

Business Ownership	Frequency	Valid Percent
No	285	77.0
Yes	85	23.0
No response	5	

**Table 6. Byway Residents' Types of Business**

Question 4b. If yes, what type of business is it? (n=86)

Type of Business	Frequency	Valid Percent
Computer Lab	34	39.8
Real Estate Office	6	7.3
Ranch	5	5.9
Construction	5	5.3
Restaurant	4	4.6
Farm	4	4.4
Upholstery Shop	4	4.2
Grocery Store	3	3.4
Retail Store	3	3.4
Convenience Store	1	1.3
Service Station & Laundromat	1	1.3
Coin Operated Vending Machines	1	1.3
Hardware & Grocery Store	1	1.3
Wrecking	1	1.3
Plumbing & Heating	1	1.2
Well Drilling	1	1.2
Medical Clinic	1	1.2
Accounting Firm	1	1.2
Liquor Store	1	1.0
Property Rental	1	0.9
Tanning Salon	1	0.8
Art Gallery	1	0.8
Newspaper	1	0.8
Touring Business	1	0.8
Carpentry	1	0.8
Weaving	1	0.8
Chiropractor's Office	1	0.8
Fish Farm	1	0.8
General Aviation	0	0.4
Silversmith	0	0.4
Art Instruction	0	0.3
Frame shop	0	0.3
Catering Service	0	0.3
Food Service & Giftshop	0	0.2
Guest Ranch	0	0.2

**Table 7. Byway Residents' Ages**

Question 15. In what year were you born? (converted to age in years)

Valid Cases	Missing Cases	Mean Age	Standard Deviation	Minimum Age	Maximum Age
361	15	54.4	14.1	18	95

**Table 8. Byway Residents' Number of Residents Per Household**

Question 16. How many people currently reside in your household? (n=366)

Number of Residents	Frequency	Valid Percent
One	61	16.5
Two	173	47.4
Three	51	13.8
Four	40	11.1
Five	29	7.9
Six	5	1.3
Seven	6	1.6
Ten	2	0.4
No response	10	

**Table 9. Byway Residents' Property Types**

Question 17. Do you own or rent property in the San Luis Valley? (check one) (n=364)

Property Types	Frequency	Valid Percent
Own	281	77.0
Rent	38	10.5
Both	45	12.5
No response	12	

**Table 10. Byway Residents' Residency**

Question 18. Do you have a permanent or a seasonal residence in the San Luis Valley? (check one) (n=365)

Residency	Frequency	Valid Percent
Permanent	353	96.7
Seasonal	12	3.3
No response	11	

**Table 11. Byway Residents' Education**

Question 19. What is the highest level of education you have completed? (check one) (n=369)

Education	Frequency	Valid Percent
Eighth grade or less	31	8.4
Some high school	21	5.6
High school graduate or GED	83	22.6
Some college	81	21.9
College graduate	52	14.0
Some graduate school	57	15.4
Graduate degree	45	12.1
No response	7	

**Table 12. Byway Residents' Gender**

Question 20. What is your gender? (check one) (n=367)

Gender	Frequency	Valid Percent
Male	250	68.2
Female	117	31.8
No response	9	

**Table 13. Byway Residents' Ethnicity**

Question 21. Which of the following best describes your ethnic background? (check one) (n=365)

Ethnicity	Frequency	Valid Percent
Hispanic	218	59.8
White	136	37.1
Other	6	1.6
American Indian or Alaskan Native	5	1.4
Black	0	0.1
Asian or Pacific Islander	0	0.0
No response	11	

## Living Along the Byway

**Table 14. Byway Residents' Perceived Benefits and Experiences-Importance**

Questions 5, 6. For each of the benefits and experiences listed below please indicate how important it is to you living along the Byway? (check the appropriate boxes for each item)

Benefits and Experiences	n	mean	Percent of Importance*							
			-3	-2	-1	0	1	2	3	
Enjoying the Valley's natural scenery	363	2.2	8.2	0.7	0.3	1.0	5.9	6.4	77.6	
A stronger desire to care for the natural environment	350	2.1	6.1	0.9	0.9	4.2	6.6	15.2	66.1	
Experiencing peace and quiet	361	2.1	10.3	1.7	0.1	0.0	2.9	12.2	72.8	
Feeling that my community is a special place to live	362	2.1	8.2	1.2	0.4	3.3	7.9	10.0	68.9	
A greater understanding of our dependency on the land	351	2.0	6.7	0.8	2.3	3.4	9.6	13.2	64.1	
Improved physical health	345	2.0	7.8	0.3	2.3	5.7	4.8	11.7	67.4	
A greater feeling of personal freedom	348	2.0	6.7	1.4	1.0	4.6	5.5	21.7	59.1	
Feeling connected with nature	346	2.0	9.8	0.6	0.5	1.5	11.0	13.2	63.3	
Stronger ties with my family	349	1.9	7.1	1.0	0.4	9.8	4.1	19.9	57.8	
Being part of a community rich in culture and history	353	1.9	5.8	2.2	1.9	5.1	12.7	14.7	57.6	
Feeling good about the way we are caring for our cultural heritage	355	1.9	6.6	3.3	2.5	2.8	9.0	16.5	59.2	
Greater pride in my community	350	1.9	7.0	0.7	0.8	5.6	12.6	18.9	54.4	
Stronger ties with my friends	347	1.9	7.0	0.4	1.7	6.4	10.7	19.5	54.3	
Improved mental health	338	1.8	8.1	0.9	2.2	8.4	5.8	14.5	60.1	
Increased acceptance of others	341	1.8	7.7	1.2	2.0	7.4	9.6	19.3	52.8	
A greater appreciation for my place in the world	349	1.8	8.0	0.1	3.1	8.8	8.3	16.5	55.2	
Nurturing my spiritual values	357	1.7	10.9	2.0	0.7	6.6	7.2	12.5	60.0	
A better sense of my place in the history of the San Luis Valley	347	1.6	8.0	1.3	0.9	11.3	10.1	22.1	46.4	
Maintenance of my traditional way of life	350	1.6	7.5	1.4	2.2	6.9	20.1	14.1	47.9	
Greater knowledge of my own culture	344	1.6	8.2	1.4	1.1	12.7	8.8	23.5	44.3	
A greater respect for my cultural heritage	356	1.6	10.0	1.9	1.0	10.4	12.4	10.9	53.5	
A greater appreciation of the arts	347	1.6	6.8	2.6	2.1	8.9	19.2	14.7	45.8	
Finding satisfaction in telling visitors what makes my community special	359	1.4	8.2	1.2	0.4	3.3	7.9	10.0	68.9	
Seeing visitors get excited about our cultural heritage	357	1.4	8.0	3.1	4.4	12.9	14.7	14.9	42.0	
A stronger sense of who I am as a person	357	1.3	9.6	2.3	3.8	10.1	19.9	10.3	44.1	
Living in a community that moves at a slow pace	351	1.2	10.3	1.2	12.5	5.7	11.6	20.1	38.7	
Living in a community where things don't change very much	352	1.2	10.3	2.9	4.3	6.1	23.4	20.4	32.5	
A stronger sense of ethnic identity	344	1.1	9.6	1.9	11.4	14.4	9.1	14.3	39.3	
Sharing my cultural heritage with visitors	350	1.1	11.0	4.1	4.3	13.6	16.8	12.8	37.4	
Talking with visitors to the area	347	1.0	9.4	4.0	7.4	8.2	20.5	25.1	25.3	

\*Importance: -3= Very Unimportant  
 -2=Moderately Unimportant  
 -1=Somewhat Unimportant  
 0=Neither  
 1=Somewhat Important  
 2=Moderately Important  
 3= Very Important

\*\*Further benefits described by Byway residents through open ended questions include: Publicity, Jobs, Cleanliness, Awareness of history and cultures, Community pride, Money, Growth, Education, Road maintenance, Recognition, Restoration of historic buildings, Quaintness, Protection of the environment, Respect, Youth involvement, Trails, Businesses links, and Reliable transportation.

**Table 12. Byway Residents' Gender**

Question 20. What is your gender? (check one) (n=367)

Gender	Frequency	Valid Percent
Male	250	68.2
Female	117	31.8
No response	9	

**Table 13. Byway Residents' Ethnicity**

Question 21. Which of the following best describes your ethnic background? (check one) (n=365)

Ethnicity	Frequency	Valid Percent
Hispanic	218	59.8
White	136	37.1
Other	6	1.6
American Indian or Alaskan Native	5	1.4
Black	0	0.1
Asian or Pacific Islander	0	0.0
No response	11	

## Living Along the Byway

**Table 14. Byway Residents' Perceived Benefits and Experiences-Importance**

Questions 5, 6. For each of the benefits and experiences listed below please indicate how important it is to you living along the Byway? (check the appropriate boxes for each item)

Benefits and Experiences	n	mean	Percent of Importance*						
			-3	-2	-1	0	1	2	3
Enjoying the Valley's natural scenery	363	2.2	8.2	0.7	0.3	1.0	5.9	6.4	77.6
A stronger desire to care for the natural environment	350	2.1	6.1	0.9	0.9	4.2	6.6	15.2	66.1
Experiencing peace and quiet	361	2.1	10.3	1.7	0.1	0.0	2.9	12.2	72.8
Feeling that my community is a special place to live	362	2.1	8.2	1.2	0.4	3.3	7.9	10.0	68.9
A greater understanding of our dependency on the land	351	2.0	6.7	0.8	2.3	3.4	9.6	13.2	64.1
Improved physical health	345	2.0	7.8	0.3	2.3	5.7	4.8	11.7	67.4
A greater feeling of personal freedom	348	2.0	6.7	1.4	1.0	4.6	5.5	21.7	59.1
Feeling connected with nature	346	2.0	9.8	0.6	0.5	1.5	11.0	13.2	63.3
Stronger ties with my family	349	1.9	7.1	1.0	0.4	9.8	4.1	19.9	57.8
Being part of a community rich in culture and history	353	1.9	5.8	2.2	1.9	5.1	12.7	14.7	57.6
Feeling good about the way we are caring for our cultural heritage	355	1.9	6.6	3.3	2.5	2.8	9.0	16.5	59.2
Greater pride in my community	350	1.9	7.0	0.7	0.8	5.6	12.6	18.9	54.4
Stronger ties with my friends	347	1.9	7.0	0.4	1.7	6.4	10.7	19.5	54.3
Improved mental health	338	1.8	8.1	0.9	2.2	8.4	5.8	14.5	60.1
Increased acceptance of others	341	1.8	7.7	1.2	2.0	7.4	9.6	19.3	52.8
A greater appreciation for my place in the world	349	1.8	8.0	0.1	3.1	8.8	8.3	16.5	55.2
Nurturing my spiritual values	357	1.7	10.9	2.0	0.7	6.6	7.2	12.5	60.0
A better sense of my place in the history of the San Luis Valley	347	1.6	8.0	1.3	0.9	11.3	10.1	22.1	46.4
Maintenance of my traditional way of life	350	1.6	7.5	1.4	2.2	6.9	20.1	14.1	47.9
Greater knowledge of my own culture	344	1.6	8.2	1.4	1.1	12.7	8.8	23.5	44.3
A greater respect for my cultural heritage	356	1.6	10.0	1.9	1.0	10.4	12.4	10.9	53.5
A greater appreciation of the arts	347	1.6	6.8	2.6	2.1	8.9	19.2	14.7	45.8
Finding satisfaction in telling visitors what makes my community special	359	1.4	8.2	1.2	0.4	3.3	7.9	10.0	68.9
Seeing visitors get excited about our cultural heritage	357	1.4	8.0	3.1	4.4	12.9	14.7	14.9	42.0
A stronger sense of who I am as a person	357	1.3	9.6	2.3	3.8	10.1	19.9	10.3	44.1
Living in a community that moves at a slow pace	351	1.2	10.3	1.2	12.5	5.7	11.6	20.1	38.7
Living in a community where things don't change very much	352	1.2	10.3	2.9	4.3	6.1	23.4	20.4	32.5
A stronger sense of ethnic identity	344	1.1	9.6	1.9	11.4	14.4	9.1	14.3	39.3
Sharing my cultural heritage with visitors	350	1.1	11.0	4.1	4.3	13.6	16.8	12.8	37.4
Talking with visitors to the area	347	1.0	9.4	4.0	7.4	8.2	20.5	25.1	25.3

\*Importance: -3= Very Unimportant  
 -2=Moderately Unimportant  
 -1=Somewhat Unimportant  
 0=Neither  
 1=Somewhat Important  
 2=Moderately Important  
 3= Very Important

\*\*Further benefits described by Byway residents through open ended questions include: Publicity, Jobs, Cleanliness, Awareness of history and cultures, Community pride, Money, Growth, Education, Road maintenance, Recognition, Restoration of historic buildings, Quaintness, Protection of the environment, Respect, Youth involvement, Trails, Businesses links, and Reliable transportation.

**Table 15. Byway Residents' Perceived Benefits and Experiences-Attainability**

Questions 5, 6. For each of the benefits and experiences listed below please indicate to what extent are you able to attain it by living along the Byway? (check the appropriate boxes for each item)

Benefits and Experiences	n	mean	Percent Able to Attain*				
			-2	-1	0	1	2
Enjoying the Valley's natural scenery	301	1.5	2.5	2.9	3.4	23.3	67.8
Nurturing my spiritual values	285	1.3	1.9	2.8	12.6	23.6	59.1
Feeling connected with nature	285	1.3	1.5	3.3	6.7	38.6	49.8
Experiencing peace and quiet	286	1.3	2.4	8.0	4.8	30.8	54.1
Living in a community that moves at a slow pace	287	1.2	1.8	5.5	10.3	33.6	48.8
Being part of a community rich in culture and history	286	1.2	2.6	2.7	9.0	43.9	41.8
Increased acceptance of others	277	1.2	3.0	3.5	15.0	28.8	49.7
Improved physical health	276	1.1	3.2	3.3	16.4	29.3	47.8
Feeling that my community is a special place to live	286	1.1	1.3	4.2	20.2	27.8	46.5
A greater feeling of personal freedom	282	1.1	2.4	5.6	15.4	31.3	45.4
Stronger ties with my family	277	1.1	3.0	4.0	17.9	30.2	44.9
Sharing my cultural heritage with visitors	289	1.1	5.7	18.2	17.7	32.1	26.3
Stronger ties with my friends	277	1.0	2.4	2.9	18.8	41.6	34.3
A greater appreciation for my place in the world	280	1.0	2.5	2.5	18.0	45.7	31.3
A better sense of my place in the history of the San Luis Valley	282	.97	2.9	5.3	19.0	37.2	35.6
Maintenance of my traditional way of life	287	.96	4.3	3.8	15.3	44.0	32.6
Living in a community where things don't change very much	285	.96	2.5	5.3	17.5	43.1	31.6
Greater pride in my community	282	.95	1.7	3.5	26.9	33.3	34.6
Finding satisfaction in telling visitors what makes my community special	290	.95	2.8	5.0	17.4	43.7	31.1
A stronger desire to care for the natural environment	281	.92	1.8	16.4	9.3	32.8	39.7
Seeing visitors get excited about our cultural heritage	285	.89	3.8	6.1	16.7	44.4	29.1
A greater appreciation of the arts	288	.88	3.8	5.8	15.9	46.7	27.8
A greater understanding of our dependency on the land	286	.87	3.2	15.8	11.8	28.8	40.4
A stronger sense of who I am as a person	287	.86	3.2	7.3	20.3	38.0	31.1
Talking with visitors to the area	289	.85	4.9	6.5	12.0	52.0	24.7
A stronger sense of ethnic identity	281	.78	4.0	4.6	33.7	24.4	33.2
Greater knowledge of my own culture	283	.77	3.4	3.7	35.9	26.1	30.9
Improved mental health	281	.76	3.0	15.6	17.4	29.9	34.2
Feeling good about the way we are caring for our cultural heritage	295	.74	2.4	18.5	12.4	35.3	31.4
A greater respect for my cultural heritage	284	.70	4.5	15.6	17.8	29.6	32.5

\*Able to Attain: -2=Totally Unable  
 -1=Somewhat Unable  
 0=Neither  
 1=Somewhat Able  
 2=Totally Able

**Table 16. Byway Residents' Perceptions about the Importance of Managing the Byway for Benefits**

Question 7. In your opinion, how important is it to manage the Byway so that it provides each of the benefits listed below? (check the appropriate level of importance for each benefit)

Benefits	n	mean	Percent of Importance*				
			1	2	3	4	5
Reduced looting and vandalism of cultural, historic and religious sites	353	4.5	2.4	1.8	6.4	24.3	65.0
A stronger desire to take care of the Byway's natural resources	355	4.4	1.8	1.8	9.9	28.6	57.9
Better community and public safety services (schools, fire prevention)	359	4.4	2.7	1.5	9.0	29.5	57.4
More job opportunities for residents	356	4.3	3.5	1.2	11.2	24.6	59.4
An improved relationship with the natural world	355	4.3	2.6	2.8	12.1	27.8	54.6
Increased quality of life for residents	356	4.3	3.0	1.6	12.9	29.4	53.1
A greater commitment to care for the Byway's cultural and historic resources	351	4.3	3.0	2.5	12.2	29.3	53.0
Increased work productivity of residents	345	4.2	4.7	1.1	11.7	33.1	49.4
Maintaining a small town atmosphere	355	4.2	3.2	3.7	12.7	29.1	51.3
Maintaining a rural lifestyle	352	4.2	2.3	2.1	13.1	38.7	43.9
Reduced threat to/from at-risk youth	340	4.2	4.9	1.3	14.7	29.9	49.2
Greater family stability	353	4.1	4.7	2.3	14.3	31.7	46.9
Increased community pride	359	4.1	4.2	2.9	13.8	36.3	42.8
Maintaining a distinctive main street architecture	352	4.1	5.3	4.3	15.5	29.1	45.8
Improved understanding and tolerance of others	351	4.0	4.6	4.6	17.3	29.0	44.5
Preservation of our cultural heritage	352	4.0	5.1	4.8	17.3	26.9	46.0
Improving our community's physical infrastructure (sidewalks, etc.)	360	4.0	4.0	3.3	23.1	31.2	38.3
A stronger sense of cultural awareness among my community's young people	355	3.9	5.6	4.4	17.9	34.0	38.2
Greater community involvement in tourism issues	351	3.9	4.8	5.6	20.3	31.0	38.4
Local economic growth from tourism	356	3.9	6.5	5.3	19.7	27.6	40.9
Retention of a distinct cultural atmosphere	348	3.9	6.4	5.5	19.1	26.2	42.8

\*Importance: 1=Not at all important  
 2=Slightly important  
 3=Moderately important  
 4=Very important  
 5=Extremely important

## Managing the Byway

**Table 17. Byway Residents' Perceptions about Management Actions**

Question 9. For each of the following items, please indicate what you believe would best help you and your community realize the important benefits you indicated above. (check one box for each item)

Management Actions	n	mean	Percent of Management Actions*				
			1	2	3	4	5
Protection of the natural environment	363	4.3	1.0	1.8	18.5	22.5	56.2
Maintenance and upkeep of our public places	359	4.3	0.9	0.5	12.8	38.2	47.6
Preservation of traditional architecture	353	4.2	1.1	0.0	20.1	30.5	48.3
Recreation facilities and services in my community	365	4.2	2.3	1.5	15.0	33.6	47.6
Cultural events	353	4.2	2.5	0.7	15.3	36.0	45.5
Maintaining a small town atmosphere	361	4.1	1.5	2.9	22.6	30.2	42.8
Marketing of Byway to visitors	354	4.0	3.2	2.7	21.0	31.3	41.9
Shopping opportunities	361	4.0	1.7	2.7	20.3	41.2	34.1
Advertising our community to potential visitors	363	4.0	4.7	4.2	21.8	23.7	45.5
Numbers of visitors to my community	357	4.0	3.7	1.9	26.4	30.1	37.9
Interpretive programs	351	3.9	3.5	0.6	28.6	34.7	32.7
Guest services	362	3.9	2.7	1.9	25.1	43.0	27.2
Amount of new development in my community	362	3.8	5.2	4.2	16.4	45.5	28.8
Visitors staying longer in my community	363	3.7	4.4	4.1	28.1	37.2	26.3
Restrictions on the behavior of visitors while they are here as guests	355	3.7	2.0	2.6	43.7	24.2	27.4
The quiet and isolation of my community	356	3.4	2.3	15.0	40.8	23.2	18.7
Volume of traffic	361	3.0	11.1	21.8	34.3	20.0	12.8

\*Management Actions: 1=A lot less  
 2=A little less  
 3=Leave as is  
 4=A little more  
 5=A lot more

**Table 18. Byway Residents' Perceptions about the Role of Elected Officials**

Question 10a. Are there any other things that you feel elected officials and community leaders should do to insure that the Byway provides benefits to you and your community?

<b>Response</b>	<b># of responses</b>	<b>% of responses</b>
Cleanup towns	17	14.0
Road maintenance	15	12.4
Work together	13	10.7
More police protection	12	10.0
Advertise Byway	11	9.1
More cultural/historical information	7	5.8
Protect natural/cultural resources	7	5.8
Byway should bypass towns	4	3.3
Limit tourism and development	4	3.3
Support Byway with more money	4	3.3
Limit population growth	3	2.5
Incorporate small towns	3	2.5
Support local businesses	3	2.5
More community/cultural events	2	1.6
More signs	2	1.6
No government involvement	2	1.6
Bring in some industry	2	1.6
Maintain quality of life of residents	2	1.6
Provide more jobs	1	0.8
Tourism tax	1	0.8
More upscale restaurants	1	0.8
More honest officials	1	0.8
More public restrooms	1	0.8
Protest	1	0.8
No new taxes	1	0.8
Abandon the Byway	1	0.8
<b>Total</b>	<b>121</b>	<b>99.6*</b>

\*Rounding may lead to totals less than or greater than 100.

**Table 19. Byway Residents' Perceptions about the Role of Local Businesses**

Question 10b. Are there any other things that you feel local businesses should do to insure that the Byway provides benefits to you and your community?

Response	# of responses	% of responses
Clean-up store fronts	21	18.1
Friendlier service	12	10.3
Advertise	10	8.6
Open later hours	9	7.8
Recruit new businesses	9	7.8
Get involved in the community	9	7.8
Competitive pricing	7	6.0
Support historical/natural preservation	5	4.3
Increase variety	5	4.3
Work together	4	3.5
More jobs	4	3.5
Help maintain Byway financially	3	2.6
Create brochures	2	1.7
More investments	2	1.7
Less signs	2	1.7
Special sales	1	0.9
Pay for vandalism	1	0.9
Better parking	1	0.9
More shopping centers	1	0.9
Do more for the youth	1	0.9
More access	1	0.9
More events	1	0.9
Byway should bypass towns	1	0.9
Less liquor stores	1	0.9
Less monopolies	1	0.9
Don't cater to visitors	1	0.9
Already doing a good job	1	0.9
<b>Total</b>	<b>116</b>	<b>100.5*</b>

\*Rounding may lead to totals less than or greater than 100.

**Table 20. Byway Residents' Perceptions about the Role of Public Land Managers**

Question 10c. Are there any other things that you feel public land managers should do to insure that the Byway provides benefits to you and your community?

Response	# of responses	% of responses
Preserve / protect natural environment	16	15.5
Clean-up lands	14	13.6
More signs and maps	8	7.8
Better maintenance	7	6.8
Get involved with residents	6	5.8
More development	6	5.8
More access	5	4.9
Less development	4	3.9
Police public lands	3	2.9
Maintain roads	3	2.9
Less land division	3	2.9
Better fire protection	3	2.9
Limit people and use	2	1.9
Stop wilderness expansion	2	1.9
Reduce fees	2	1.9
More public lands	2	1.9
No involvement	2	1.9
More animals and fish	2	1.9
More education	2	1.9
More jobs	1	1.0
Honor private land	1	1.0
Get rid of underground pumping canal	1	1.0
Less laws	1	1.0
More flexibility	1	1.0
Open landfills	1	1.0
Encourage construction of traditional adobe buildings	1	1.0
More cooperation	1	1.0
Towns should get royalties from mining and logging	1	1.0
Don't sell our land	1	1.0
Delineate boundaries	1	1.0
<b>Total</b>	<b>103</b>	<b>100</b>

**Table 21. Byway Resident's Perceptions about the Role of Local Citizens**

Question 10d. Are there any other things that you feel local citizens should do to insure that the Byway provides benefits to you and your community?

<b>Response</b>	<b># of responses</b>	<b>% of responses</b>
Clean-up property	29	26.4
Be involved / Work together	17	15.5
Be friendly and hospitable	7	6.4
Be aware of local culture	7	6.4
Attract visitors	7	6.4
Learn more about the importance of the Byway	6	5.5
Participate in planning and management	6	5.5
Take care of the environment	5	4.5
Be involved in preservation	4	3.6
Accept others	3	2.7
Participate in youth activities	3	2.7
Have more pride	3	2.7
Participate in events	2	1.8
Plant trees and flowers along Byway	2	1.8
Get a new government	2	1.8
Patronize local businesses	1	0.9
Balance agriculture and tourism	1	0.9
Keep livestock off roads	1	0.9
Build larger parking lots	1	0.9
Attract new businesses	1	0.9
More community services	1	0.9
Dig pot holes in Byway	1	0.9
<b>Total</b>	<b>110</b>	<b>100</b>

## Alamosa Residents

### Demographics

**Table 26. Alamosa Residents' Place of Residency**

Question 1. How would you describe where you live? (check one) (n=74)

Residency	Frequency	Valid Percent
In the country	24	32
In town	50	68
No response	1	

**Table 27. Alamosa Residents' Length of Residency**

Question 2. How long have you lived in the place you indicated above?

Valid Cases	Missing Cases	Mean Years	Standard Deviation	Minimum Years	Maximum Years
70	4	20.4	19.6	1	80

**Table 28. Alamosa Residents' Position within the Community**

Question 3. Which of the following describe your role and position within your community? (check all that apply)

Position	Frequency	Percent *
Full-time Resident	29	38.8
Retired	21	27.8
Business Employee	16	21.2
Homemaker	16	20.8
Public Employee	12	16.3
Farmer or Rancher	11	14.8
Business Owner	9	12.6
Student	4	4.7
Unemployed (long term)	3	4.1
Military	2	3.2
Part-time Resident	0	0.0
Elected Official	0	0.0

\* Total percents are greater than one hundred due to multiple responses

**Table 29. Alamosa Residents' Occupations\***

Question 3b. What is your current or most recent occupation? (n=62)

Occupation	Frequency	Valid Percent
Education, Training and Library	11	17.5
Community and Social Service	8	12.2
Art, Design, Entertainment, Sports and Media	8	12.2
Management	6	9.5
Farming, Fishing and Forestry	6	9.0
Business and Financial Operations	4	7.2
Transportation and Material Moving	4	7.2
Installation, Repair and Maintenance	3	5.0
Food Preparation and Serving	2	3.8
Military	2	3.8
Healthcare Practitioners and Technical	1	2.3
Office and Administrative Support	1	2.3
Construction and Extraction	1	2.3
Religious Practitioner	1	2.3
Life, Physical and Social Science	1	1.1
Sales	1	1.1
Homemaker	1	1.1
No response	13	

\* Standard Occupational Classification, Federal Register v.63, #150. August 5, 1998

**Table 30. Alamosa Residents' Business Ownership**

Question 4. Do you own your own business anywhere along the Byway? (check one) (n=74)

Business Ownership	Frequency	Valid Percent
No	67	90.5
Yes	7	9.5
No response	1	

**Table 31. Alamosa Residents' Types of Business**

Question 4b. If yes, what type of business is it? (n=10)

Type of Business	Frequency	Valid Percent
Construction	1	10
Upholstery Shop	1	10
Tanning Salon	1	10
Art Gallery	1	10
Newspaper	1	10
Touring Business	1	10
Carpentry	1	10
Weaving	1	10
Chiropractor's Office	1	10
Fish Farm	1	10

**Table 32. Alamosa Residents' Ages**

Question 15. In what year were you born? (converted to age in years)

Valid Cases	Missing Cases	Mean Age	Standard Deviation	Minimum Age	Maximum Age
72	2	52.2	15.5	22	95

**Table 33. Alamosa Residents' Number of Residents Per Household**

Question 16. How many people currently reside in your household? (n=74)

Number of Residents	Frequency	Valid Percent
One	16	22.1
Two	24	32.5
Three	12	16.9
Four	13	17.3
Five	7	9.3
Six	1	1.0
Seven	1	1.0
No response	1	

**Table 34. Alamosa Residents' Property Types**

Question 17. Do you own or rent property in the San Luis Valley? (check one) (n=72)

Property Types	Frequency	Valid Percent
Own	52	72.3
Rent	17	23.5
Both	3	4.3
No response	2	

**Table 35. Alamosa Residents' Residency**

Question 18. Do you have a permanent or a seasonal residence in the San Luis Valley? (check one) (n=70)

Residency	Frequency	Valid Percent
Permanent	70	100
Seasonal	0	0
No response	5	

**Table 36. Alamosa Residents' Education**

Question 19. What is the highest level of education you have completed? (check one) (n=74)

Education	Frequency	Valid Percent
Eighth grade or less	9	12.5
Some high school	4	5.1
High school graduate or GED	14	19.2
Some college	11	15.6
College graduate	15	20.7
Some graduate school	6	8.0
Graduate degree	14	18.8
No response	1	

**Table 37. Alamosa Residents' Gender**

Question 20. What is your gender? (check one) (n=73)

Gender	Frequency	Valid Percent
Male	46	63
Female	27	37
No response	2	

**Table 38. Alamosa Residents' Ethnicity**

Question 21. Which of the following best describes your ethnic background? (check one) (n=74)

Ethnicity	Frequency	Valid Percent
White	40	54.2
Hispanic	31	42.0
American Indian or Alaskan Native	1	1.9
Other	1	1.9
Asian or Pacific Islander	0	0.0
Black	0	0.0
No response	1	

## Living Along the Byway

**Table 39. Alamosa Residents' Perceived Benefits and Experiences-Importance**

Questions 5, 6. For each of the benefits and experiences listed below please indicate how important it is to you living along the Byway? (check the appropriate boxes for each item)

Benefits and Experiences	n	mean	Percent of Importance*						
			-3	-2	-1	0	1	2	3
Enjoying the Valley's natural scenery	70	2.2	7.4	0.0	1.0	1.0	10.8	3.0	76.9
Experiencing peace and quiet	70	2.0	8.4	1.0	0.0	0.0	6.4	22.6	61.7
A greater feeling of personal freedom	64	2.0	5.9	0.0	4.8	6.5	7.0	10.2	65.6
Being part of a community rich in culture and history	69	1.8	3.0	5.4	1.0	1.0	19.9	21.0	48.6
Stronger ties with my family	66	1.8	6.8	0.0	1.1	14.3	7.9	11.7	58.2
A stronger desire to care for the natural environment	69	1.8	7.5	0.0	1.0	8.0	9.6	23.2	50.7
Feeling good about the way we are caring for our cultural heritage	69	1.8	3.0	6.5	4.4	1.0	10.1	24.4	50.6
Improved mental health	65	1.8	7.9	0.0	2.1	10.7	9.4	15.4	54.3
Feeling connected with nature	67	1.7	7.7	1.0	1.0	7.1	14.8	21.1	47.2
Stronger ties with my friends	67	1.7	5.7	0.0	1.1	8.4	19.1	27.9	37.8
Nurturing my spiritual values	69	1.7	6.5	3.5	1.0	9.6	14.1	13.7	51.7
Improved physical health	65	1.7	10.6	0.0	5.8	7.5	3.2	15.9	56.9
A greater understanding of our dependency on the land	69	1.6	6.5	0.0	6.5	5.5	20.6	10.2	50.7
Greater pride in my community	67	1.6	6.7	0.0	2.1	3.2	25.8	25.4	36.8
Increased acceptance of others	64	1.6	7.0	0.0	2.2	8.7	17.6	24.2	40.3
A greater appreciation for my place in the world	66	1.6	5.7	0.0	8.3	9.5	14.2	14.7	47.6
Maintenance of my traditional way of life	68	1.5	7.6	1.0	3.1	10.3	18.7	16.9	42.4
A greater appreciation of the arts	66	1.4	5.7	2.1	2.1	9.5	24.5	21.3	34.8
Living in a community that moves at a slow pace	68	1.4	11.7	0.0	2.1	5.6	18.7	21.4	40.6
A better sense of my place in the history of the San Luis Valley	66	1.3	9.0	0.0	3.2	14.3	21.5	10.7	41.4
Greater knowledge of my own culture	64	1.3	8.1	0.0	1.1	15.9	21.8	21.1	31.9
A stronger sense of who I am as a person	68	1.3	7.6	1.0	4.1	15.8	20.8	10.7	39.9
Feeling that my community is a special place to live	70	1.2	11.8	0.0	0.0	2.0	11.8	15.4	59.0
A greater respect for my cultural heritage	68	1.1	9.7	1.0	2.1	14.8	27.3	15.8	29.2
Seeing visitors get excited about our cultural heritage	67	1.1	4.2	8.7	1.0	16.8	21.0	24.1	24.1
A stronger sense of ethnic identity	66	1.0	10.0	0.0	1.1	23.3	20.0	19.0	26.6
Finding satisfaction in telling visitors what makes my community special	68	.98	4.1	10.0	1.0	20.2	16.9	28.4	19.3
Living in a community where things don't change very much	67	.73	14.5	4.6	2.1	14.5	19.1	26.0	19.1
Sharing my cultural heritage with visitors	68	.70	4.6	12.0	5.1	17.9	23.9	19.7	16.7
Talking with visitors to the area	66	.63	7.9	9.0	10.4	7.9	29.0	21.1	14.7

\*Importance: -3= Very Unimportant  
 -2=Moderately Unimportant  
 -1=Somewhat Unimportant  
 0=Neither  
 1=Somewhat Important  
 2=Moderately Important  
 3= Very Important

**Table 40. Alamosa Residents' Perceived Benefits and Experiences-Attainability**

Questions 5, 6. For each of the benefits and experiences listed below please indicate to what extent are you able to attain it by living along the Byway? (check the appropriate boxes for each item)

Percent Able to Attain\*

Benefits and Experiences	n	mean	-2	-1	0	1	2
Enjoying the Valley's natural scenery	58	1.4	2.4	5.3	1.2	31.9	59.2
Feeling connected with nature	59	1.2	0.0	6.4	10.5	35.8	47.2
Feeling that my community is a special place to live	57	1.2	0.0	4.2	9.1	45.5	41.3
Being part of a community rich in culture and history	57	1.0	6.6	6.6	6.1	37.6	43.0
Nurturing my spiritual values	56	1.0	0.0	6.8	18.1	35.3	39.8
A stronger desire to care for the natural environment	55	.99	2.5	8.1	12.4	40.7	36.2
Increased acceptance of others	58	.98	2.4	7.7	16.1	36.7	37.2
A greater understanding of our dependency on the land	57	.95	2.5	6.7	18.8	36.8	35.3
Improved mental health	53	.92	2.6	8.5	13.2	45.8	29.9
Greater pride in my community	55	.92	1.3	6.9	17.2	47.4	27.2
Stronger ties with my family	54	.90	3.9	8.4	22.2	24.6	41.0
A greater feeling of personal freedom	57	.89	3.7	15.0	17.2	16.5	47.7
Feeling good about the way we are caring for our cultural heritage	58	.86	2.4	7.7	15.9	49.4	24.7
A greater appreciation for my place in the world	55	.86	2.6	6.9	21.0	40.5	29.0
Stronger ties with my friends	55	.84	3.8	6.9	17.9	43.6	27.7
Experiencing peace and quiet	58	.83	2.4	13.1	14.3	39.6	30.6
Living in a community that moves at a slow pace	56	.83	2.5	13.6	11.8	42.3	29.8
A greater appreciation of the arts	58	.82	2.4	12.9	14.4	40.8	29.5
A greater respect for my cultural heritage	55	.77	3.8	6.8	23.3	40.5	25.6
A better sense of my place in the history of the San Luis Valley	58	.72	1.2	10.1	31.0	30.2	27.6
Finding satisfaction in telling visitors what makes my community special	57	.72	4.2	6.6	22.4	46.7	20.1
Improved physical health	53	.69	4.0	9.8	20.4	45.0	20.9
Maintenance of my traditional way of life	56	.67	3.7	11.0	20.0	45.0	20.3
A stronger sense of who I am as a person	56	.64	2.5	11.0	26.7	38.8	21.0
Seeing visitors get excited about our cultural heritage	56	.59	3.8	9.8	24.2	47.3	14.9
A stronger sense of ethnic identity	58	.59	6.0	7.7	29.8	34.3	22.3
Talking with visitors to the area	61	.54	9.6	6.6	13.0	61.7	9.1
Greater knowledge of my own culture	57	.42	6.6	10.8	30.0	38.1	14.5
Living in a community where things don't change very much	55	.42	2.6	13.8	30.9	44.6	8.2
Sharing my cultural heritage with visitors	57	.33	10.8	7.9	27.5	44.7	9.1

\*Able to Attain: -2=Totally Unable  
 -1=Somewhat Unable  
 0=Neither  
 1=Somewhat Able  
 2=Totally Able

**Table 41. Alamosa Residents' Perceptions about the Importance of Managing the Byway for Benefits**

Question 7. In your opinion, how important is it to manage the Byway so that it provides each of the benefits listed below? (check the appropriate level of importance for each benefit)

Benefits	n	mean	Percent of Importance*				
			1	2	3	4	5
Reduced looting and vandalism of cultural, historic and religious sites	65	4.5	1.1	0.0	8.6	29.7	60.6
More job opportunities for residents	66	4.3	1.1	1.1	14.1	31.6	52.1
A stronger desire to take care of the Byway's natural resources	66	4.3	1.1	1.1	12.6	35.4	49.9
Increased quality of life for residents	67	4.2	1.0	1.0	18.6	31.9	47.4
An improved relationship with the natural world	64	4.2	1.1	2.2	18.7	33.4	44.6
A greater commitment to care for the Byway's cultural and historic resources	64	4.2	1.1	2.2	13.7	44.5	38.5
Better community and public safety services (schools, fire prevention)	66	4.2	2.1	4.3	7.9	40.5	45.2
Increased work productivity of residents	66	4.1	3.2	0.0	11.7	50.3	34.8
Reduced threat to/from at-risk youth	64	4.0	2.2	3.3	18.5	39.0	37.0
Improved understanding and tolerance of others	66	4.0	1.1	7.8	14.1	44.1	32.9
Maintaining a distinctive main street architecture	66	4.0	4.3	5.3	18.5	34.1	37.7
Improving our community's physical infrastructure (sidewalks, etc.)	66	4.0	2.1	4.3	9.6	53.1	30.9
Greater family stability	66	3.9	3.2	5.8	11.7	53.5	25.8
Greater community involvement in tourism issues	64	3.9	2.2	3.3	21.6	52.1	20.9
Maintaining a small town atmosphere	66	3.9	4.2	5.3	19.8	32.7	38.0
Increased community pride	66	3.9	2.1	1.1	21.1	48.4	27.3
Preservation of our cultural heritage	61	3.8	4.6	8.0	20.4	35.0	32.1
Maintaining a rural lifestyle	64	3.8	3.3	2.2	20.5	52.5	21.6
A stronger sense of cultural awareness among my community's young people	65	3.7	4.3	9.0	23.1	35.1	28.5
Local economic growth from tourism	67	3.7	6.7	7.7	21.7	36.1	27.8
Retention of a distinct cultural atmosphere	64	3.7	6.6	6.6	24.4	35.2	27.1

\*Importance: 1=Not at all important  
 2=Slightly important  
 3=Moderately important  
 4=Very important  
 5=Extremely important

## Managing the Byway

**Table 42. Alamosa Residents' Perceptions about Management Actions**

Question 9. For each of the following items, please indicate what you believe would best help you and your community realize the important benefits you indicated above. (check one box for each item)

Management Actions	n	mean	Percent of Management Actions*				
			1	2	3	4	5
Protection of the natural environment	72	4.3	0.0	0.0	18.3	33.5	48.1
Cultural events	69	4.0	2.0	0.0	17.5	47.0	33.5
Preservation of traditional architecture	69	4.0	1.0	0.0	24.7	40.5	33.8
Maintenance and upkeep of our public places	69	4.0	0.0	0.0	23.4	47.2	29.4
Recreation facilities and services in my community	71	4.0	0.0	0.0	23.4	56.1	20.5
Shopping opportunities	69	3.9	0.0	4.4	28.8	34.9	31.8
Marketing of Byway to visitors	70	3.9	1.0	0.0	35.2	34.0	29.8
Advertising our community to potential visitors	71	3.8	5.3	3.0	24.9	38.5	28.3
Maintaining a small town atmosphere	70	3.7	2.0	5.0	32.8	34.2	26.0
Interpretive programs	69	3.7	2.0	0.0	41.0	41.4	15.6
Amount of new development in my community	68	3.7	3.5	9.7	17.9	53.7	15.2
Restrictions on the behavior of visitors while they are here as guests	70	3.7	0.0	4.0	44.6	31.1	20.3
Guest services	71	3.6	1.0	4.3	40.4	37.4	16.9
The quiet and isolation of my community	70	3.6	4.4	2.0	44.7	26.0	22.9
Visitors staying longer in my community	73	3.5	6.1	3.8	40.9	27.9	21.2
Numbers of visitors to my community	70	3.5	6.4	1.0	42.7	36.5	13.4
Volume of traffic	71	2.5	23.8	24.2	33.5	8.9	9.6

\*Management Actions: 1=A lot less  
 2=A little less  
 3=Leave as is  
 4=A little more  
 5=A lot more

**Table 43. Alamosa Residents' Perceptions about Services and Facilities**

Question 11. Please indicate how acceptable you feel each of the following types of services would be in your community. (check one box for each item)

Services and Facilities	n	mean	Percent of Acceptability*				
			-2	-1	0	1	2
Historic Sites	69	1.6	0.0	1.0	3.0	27.4	68.6
Hiking trails	71	1.6	0.0	2.0	2.0	32.0	64.0
Cultural centers	70	1.6	0.0	3.0	4.0	26.0	67.0
Museums	73	1.5	1.0	1.9	2.9	29.0	65.0
Bike trails	71	1.5	0.0	2.0	2.0	35.0	61.0
Visitor tours of mission churches	70	1.4	0.0	3.0	7.0	32.8	57.3
Guided nature walks	70	1.4	1.0	2.0	7.4	35.4	54.3
Visitor centers	72	1.4	1.0	0.0	6.8	41.9	50.3
Public restrooms	72	1.4	1.0	2.9	8.2	32.4	55.6
Visitor tours of artisan studios	69	1.3	1.0	3.0	7.1	38.7	50.1
Scenic turnouts	67	1.3	1.0	2.1	8.7	40.5	47.6
Grocery stores	73	1.3	0.0	3.9	17.8	25.3	53.1
Festivals and fairs	72	1.3	2.9	2.9	7.2	38.0	48.9
Roadside signs	72	1.2	5.3	4.9	2.9	34.7	52.3
Roadside interpretive displays	66	1.2	4.2	3.2	11.0	35.0	46.5
Bed and breakfasts/ Inns	69	1.2	1.0	4.1	5.1	57.6	32.2
Retail stores	70	1.2	3.0	3.0	7.0	49.7	37.3
Souvenir shops	70	1.1	3.0	2.0	12.9	43.6	38.6
Restaurants	70	1.0	1.0	7.4	8.4	49.3	33.9
Commercial outfitters and guides	68	.91	2.0	6.6	17.2	46.5	27.7
Hotels/ Motels	72	.89	5.3	9.2	8.8	45.0	31.8
RV campgrounds	68	.82	2.1	13.2	12.1	45.7	27.0
Tent campgrounds	71	.80	3.9	15.4	9.3	39.4	32.0
Fast food restaurants	73	.67	3.9	14.3	22.0	29.9	29.9
Resorts	69	.53	9.9	14.9	14.9	33.0	27.2
Condominiums	67	.48	12.3	13.9	18.0	25.0	30.6
Bars/ Taverns	70	-.45	21.1	34.6	15.3	26.0	3.0

\*Acceptability: -2=Totally Unacceptable  
 -1=Somewhat Unacceptable  
 0=Neither  
 1=Somewhat Acceptable  
 2=Toatly Acceptable

**Table 44. Alamosa Residents' Perceptions about Outcomes of Sharing the Hispanic Culture with Visitors**

Question 12. Please indicate the extent to which you agree or disagree with the following statements. Sharing the Hispanic culture with visitors to the Byway would... (check the appropriate box for each statement)

Extent to which agree\*

Outcomes	n	mean	-2	-1	0	1	2
Preserve the stories and folklore which have been passed down	67	1.2	3.1	1.0	4.2	54.4	37.2
Revive the arts and traditions of the area	71	1.2	2.0	2.0	11.2	44.3	40.5
Increase local pride in the Hispanic culture	70	1.1	1.0	5.0	8.0	50.0	35.9
Encourage Hispanics to actively participate in their culture	70	1.1	1.0	3.0	14.4	44.2	37.4
Provide a stronger sense of self-identity within the Hispanic culture and community	70	1.1	1.0	2.0	15.1	46.6	35.3
Help local residents learn more about the Hispanic culture	67	1.1	2.1	4.1	12.5	46.1	35.2
Encourage local economic growth from cultural tourism	69	1.0	1.0	6.5	16.6	40.1	35.7
Maintain my desired image of myself and my community	69	.94	1.0	3.0	16.2	59.4	20.3
Assimilate the Hispanic culture into the mainstream American culture	67	.30	3.6	22.0	28.3	32.8	13.3
Increase the amount of Spanish being spoken among residents	70	.12	11.4	20.3	30.3	20.3	17.7
Commercialize the Hispanic culture	68	-.12	11.2	26.5	34.4	19.9	8.1
Dilute the Hispanic culture	70	-.52	14.7	45.1	22.1	13.7	4.4
Decrease the amount of Spanish being spoken among residents	70	-.65	28.1	32.7	24.3	6.0	8.8

\*Extent: -2=Strongly Disagree

-1=Disagree

0=Neither

1=Agree

2=Strongly Agree

**Table 45. Alamosa Residents' Perceptions about the Activity Level of Managers**

Question 13. How active do you think public officials, private service providers, and public land managers along the Byway should be in sharing the Hispanic culture with visitors? (check one) (n=72)

Activity Level	Frequency	Valid Percent
Very active	19	26.4
Moderately active	23	32.4
Somewhat active	17	23.1
Not at all active	3	3.9
I don't know	10	14.3
No response	2	

**Table 46. Alamosa Residents' Perceptions about the Ways of Sharing the Hispanic Culture**

Question 14. What do you feel are appropriate ways to share the Hispanic culture with visitors to the Byway? (check all that apply)

Ways of Sharing Culture	Frequency	Percent *
Museums or cultural centers	57	76.0
Opening cultural sites such as churches and ruins to visitors	54	72.6
Books written by residents	42	55.7
Roadside signs and displays	40	54.0
Informally talking with visitors	39	52.7
Brochures or newsletters	38	51.2
Reenactments or living history programs	26	35.3
Audio cassettes for visitors to listen to in their car	21	27.8
Formal lectures	12	16.7
Books written by non-residents	9	12.6

\* Total percents are greater than one hundred due to multiple responses

## Antonito Residents

### Demographics

**Table 47. Antonito Residents' Place of Residency**

Question 1. How would you describe where you live? (check one) (n=65)

Residency	Frequency	Valid Percent
In the country	32	48.6
In town	33	51.4
No response	0	

**Table 48. Antonito Residents' Length of Residency**

Question 2. How long have you lived in the place you indicated above?

Valid Cases	Missing Cases	Mean Years	Standard Deviation	Minimum Years	Maximum Years
62	3	34.7	20.4	1	89

**Table 49. Antonito Residents' Position within the Community**

Question 3. Which of the following describe your role and position within your community? (check all that apply)

Position	Frequency	Percent *
Full-time Resident	23	35.3
Retired	19	29.7
Public Employee	18	27.0
Farmer or Rancher	12	17.8
Homemaker	11	16.3
Unemployed (long term)	6	9.5
Part-time Resident	5	8.0
Elected Official	5	7.1
Business Employee	4	5.6
Military	2	3.0
Business Owner	1	0.9
Student	0	0.0

\* Total percents are greater than one hundred due to multiple responses

**Table 50. Antonito Resident's Occupations\***

Question 3b. What is your current or most recent occupation? (n=52)

Occupation	Frequency	Valid Percent
Education, Training and Library	13	24.7
Homemaker	6	11.8
Farming, Fishing and Forestry	5	10.3
Construction and Extraction	5	9.2
Community and Social Service	3	6.3
Management	2	4.0
Office and Administrative Support	2	4.0
Transportation and Material Moving	2	3.7
Food Preparation and Serving	2	3.3
Sales	2	3.3
Computer and Mathematical	2	2.9
Art, Design, Entertainment, Sports and Media	2	2.9
Personal Care and Service	2	2.9
Production	2	2.9
Self-Employed	2	2.4
Healthcare Practitioners and Technical	0	0.7
Installation, Repair and Maintenance	0	0.7
Postal Service Worker	0	0.3
No response	13	

\* Standard Occupational Classification, Federal Register v.63, #150. August 5, 1998

**Table 51. Antonito Residents' Business Ownership**

Question 4. Do you own your own business anywhere along the Byway? (check one) (n=65)

Business Ownership	Frequency	Valid Percent
No	58	89.6
Yes	7	10.4
No response	0	

**Table 52. Antonito Residents' Types of Business**

Question 4b. What type of business is it? (n=9)

Type of Business	Frequency	Valid Percent
Ranch	5	71.5
Real Estate Office	2	22.9
Foodservice and Gift shop	0	2.8
Guest Ranch	0	2.8

**Table 53. Antonito Residents' Ages**

Question 15. In what year were you born? (converted to age in years)

Valid Cases	Missing Cases	Mean Age	Standard Deviation	Minimum Age	Maximum Age
62	3	56.1	13.3	28	89

**Table 54. Antonito Residents' Number of Residents Per Household**

Question 16. How many people currently reside in your household? (n=64)

Number of Residents	Frequency	Valid Percent
One	10	16.3
Two	26	40.3
Three	14	22.6
Four	5	7.5
Five	7	10.2
Six	0	0.6
Ten	2	2.4
No response	1	

**Table 55. Antonito Residents' Property Types**

Question 17. Do you own or rent property in the San Luis Valley? (check one) (n= 64)

Property Types	Frequency	Valid Percent
Own	57	89.2
Rent	7	10.8
Both	0	0.0
No response	1	

**Table 56. Antonito Residents' Residency**

Question 18. Do you have a permanent or a seasonal residence in the San Luis Valley? (check one) (n=64)

Residency	Frequency	Valid Percent
Permanent	59	91.9
Seasonal	5	8.1
No response	1	

**Table 57. Antonito Residents' Education**

Question 19. What is the highest level of education you have completed? (check one) (n=64)

Education	Frequency	Valid Percent
Eighth grade or less	9	14.5
Some high school	8	12.7
High school graduate or GED	12	19.6
Some college	14	21.4
College graduate	8	13.2
Some graduate school	5	7.2
Graduate degree	7	11.4
No response	1	

**Table 58. Antonito Residents' Gender**

Question 20. What is your gender? (check one) (n=62)

<b>Gender</b>	<b>Frequency</b>	<b>Valid Percent</b>
Male	40	64.2
Female	22	35.8
No response	3	

**Table 59. Antonito Residents' Ethnicity**

Question 21. Which of the following best describes your ethnic background? (check one) (n=64)

<b>Ethnicity</b>	<b>Frequency</b>	<b>Valid Percent</b>
Hispanic	59	91.7
White	5	7.7
American Indian or Alaskan Native	0	0.0
Asian or Pacific Islander	0	0.0
Black	0	0.0
Other	0	0.0
No response	1	

## Living Along the Byway

**Table 60. Antonito Residents' Perceived Benefits and Experiences-Importance**

Questions 5, 6. For each of the benefits and experiences listed below please indicate how important it is to you living along the Byway? (check the appropriate boxes for each item)

Benefits and Experiences	n	mean	Percent of Importance*						
			-3	-2	-1	0	1	2	3
Feeling that my community is a special place to live	62	2.1	5.3	2.8	0.3	0.6	15.1	4.7	71.2
A greater feeling of personal freedom	58	2.0	5.9	5.6	0.0	0.3	12.6	8.9	66.6
Greater pride in my community	60	1.9	8.7	2.0	2.6	0.6	5.8	15.1	65.3
Feeling connected with nature	55	1.9	9.1	2.8	0.0	0.3	11.9	9.8	66.0
Enjoying the Valley's natural scenery	62	1.9	12.5	2.8	0.0	0.0	4.7	5.9	73.5
Improved physical health	57	1.9	12.2	0.0	2.7	0.3	4.8	14.9	65.0
A stronger desire to care for the natural environment	58	1.8	11.2	0.0	2.6	3.3	6.2	10.9	65.8
Stronger ties with my family	58	1.8	8.6	5.3	0.3	1.6	9.6	8.9	65.6
Maintenance of my traditional way of life	57	1.8	6.4	5.4	2.7	1.3	10.6	15.2	58.3
Improved mental health	57	1.7	8.8	2.7	2.7	6.8	5.1	14.9	58.9
Being part of a community rich in culture and history	58	1.7	10.9	3.0	0.6	0.3	14.5	13.1	57.6
A better sense of my place in the history of the San Luis Valley	60	1.7	9.6	3.2	0.0	7.7	10.6	8.1	60.9
A greater understanding of our dependency on the land	58	1.6	11.5	3.0	0.0	3.3	13.2	11.8	57.2
Feeling good about the way we are caring for our cultural heritage	58	1.6	8.2	8.2	0.6	1.6	11.2	12.2	57.9
A greater appreciation for my place in the world	60	1.6	13.6	0.3	2.9	3.5	8.7	12.2	58.8
Living in a community that moves at a slow pace	55	1.6	6.6	3.1	1.0	4.2	23.0	18.0	44.1
Stronger ties with my friends	57	1.6	12.2	1.8	2.7	3.7	8.2	16.0	55.4
Greater knowledge of my own culture	58	1.6	10.2	4.4	3.0	4.6	9.2	9.2	59.4
Living in a community where things don't change very much	57	1.6	10.4	3.4	0.0	0.3	17.5	20.9	47.5
Experiencing peace and quiet	60	1.6	16.0	5.1	0.0	0.0	3.2	9.0	66.7
Finding satisfaction in telling visitors what makes my community special	62	1.5	8.1	3.1	3.1	12.8	12.1	4.3	56.4
A stronger sense of ethnic identity	58	1.5	11.2	2.6	3.3	2.6	13.5	15.6	51.2
A greater respect for my cultural heritage	60	1.5	12.2	3.5	0.0	4.5	14.4	13.2	52.3
A greater appreciation of the arts	58	1.5	6.6	3.0	5.6	2.0	24.2	16.8	41.9
Nurturing my spiritual values	60	1.5	11.2	2.9	2.6	10.0	8.9	9.6	54.9
Increased acceptance of others	57	1.4	11.5	3.0	2.7	7.1	11.9	16.7	47.1
A stronger sense of who I am as a person	62	1.3	10.0	6.6	5.3	9.0	8.4	9.0	51.6
Seeing visitors get excited about our cultural heritage	62	1.1	13.7	0.3	5.6	4.4	27.9	5.9	42.2
Sharing my cultural heritage with visitors	57	1.0	9.7	3.0	11.7	5.0	28.1	8.7	33.8
Talking with visitors to the area	60	.97	10.9	0.3	11.5	6.7	28.9	11.5	30.1

\* Importance: -3= Very Unimportant  
 -2=Moderately Unimportant  
 -1=Somewhat Unimportant  
 0=Neither  
 1=Somewhat Important  
 2=Moderately Important  
 3= Very Important

**Table 61. Antonito Residents' Perceived Benefits and Experiences-Attainability**

Questions 5, 6. For each of the benefits and experiences listed below please indicate the extent to which you are able to attain it by living along the Byway? (check the appropriate boxes for each item)

Benefits and Experiences	n	mean	Percent Able to Attain*				
			-2	-1	0	1	2
Feeling connected with nature	37	1.3	4.1	4.7	5.2	26.5	59.5
Being part of a community rich in culture and history	40	1.3	0.0	4.3	8.6	40.9	46.1
Enjoying the Valley's natural scenery	41	1.2	3.8	8.1	6.3	28.0	53.9
A greater feeling of personal freedom	37	1.1	1.0	8.3	15.6	31.4	43.7
Greater pride in my community	36	1.1	1.1	4.8	10.7	53.5	29.9
Stronger ties with my friends	36	1.1	1.1	0.0	14.9	55.3	28.7
Nurturing my spiritual values	35	1.1	0.5	4.9	25.1	25.0	44.5
A stronger desire to care for the natural environment	39	1.0	1.0	10.5	4.5	54.7	29.3
Maintenance of my traditional way of life	40	1.0	2.8	0.0	5.7	59.3	28.2
Living in a community that moves at a slow pace	40	1.0	0.0	12.4	7.7	45.0	34.9
Living in a community where things don't change very much	40	1.0	3.8	8.6	12.9	32.6	42.1
Experiencing peace and quiet	39	1.0	3.9	16.1	0.0	35.1	44.8
Feeling that my community is a special place to live	37	.98	0.0	17.6	7.9	32.6	41.9
A greater appreciation for my place in the world	36	.98	0.5	4.3	20.3	46.5	28.3
Improved physical health	36	.97	5.4	4.3	9.7	49.0	31.7
A better sense of my place in the history of the San Luis Valley	34	.97	0.6	14.0	12.3	33.5	39.7
Greater knowledge of my own culture	36	.95	1.1	4.3	21.6	44.4	28.7
Stronger ties with my family	37	.94	0.5	13.0	16.8	31.2	38.5
A stronger sense of ethnic identity	38	.94	1.0	11.2	11.1	46.0	30.8
A greater respect for my cultural heritage	39	.92	1.0	8.5	17.5	42.8	30.3
Improved mental health	39	.91	0.5	4.0	21.3	52.6	21.7
Finding satisfaction in telling visitors what makes my community special	40	.89	0.0	8.6	16.3	52.4	22.8
A greater appreciation of the arts	39	.85	5.0	6.6	14.4	46.7	27.3
Increased acceptance of others	35	.82	1.6	4.3	25.6	46.7	21.7
Talking with visitors to the area	40	.82	6.3	8.6	8.6	49.5	27.1
A greater understanding of our dependency on the land	40	.81	4.8	10.1	12.4	44.7	28.0
Feeling good about the way we are caring for our cultural heritage	42	.80	3.7	7.9	14.9	51.4	22.2
Sharing my cultural heritage with visitors	40	.67	4.3	19.5	7.1	42.9	26.2
Seeing visitors get excited about our cultural heritage	38	.65	3.1	16.5	13.0	46.5	20.9
A stronger sense of who I am as a person	38	.47	4.6	20.9	19.4	32.6	22.5

\*Able to Attain: -2=Totally Unable  
 -1=Somewhat Unable  
 0=Neither  
 1=Somewhat Able  
 2=Totally Able

**Table 62. Antonito Residents' Perceptions about the Importance of Managing the Byway for Benefits**

Question 7. In your opinion, how important is it to manage the Byway so that it provides each of the benefits listed below? (check the appropriate level of importance for each benefit)

Benefits	n	mean	Percent of Importance*				
			1	2	3	4	5
Reduced looting and vandalism of cultural, historic and religious sites	62	4.5	0.3	0.0	11.2	29.7	58.8
Improving our community's physical infrastructure (sidewalks, etc.)	63	4.4	0.3	2.4	4.5	36.9	55.8
Better community and public safety services (schools, fire prevention)	62	4.4	0.3	0.0	10.6	32.8	56.2
More job opportunities for residents	63	4.4	0.0	0.3	14.0	30.8	54.9
A stronger desire to take care of the Byway's natural resources	63	4.3	0.3	2.7	10.1	38.4	48.5
An improved relationship with the natural world	63	4.3	0.3	3.0	10.7	39.4	46.6
A greater commitment to care for the Byway's cultural and historic resources	61	4.3	0.6	5.3	11.0	33.2	49.8
Increased community pride	63	4.2	0.3	4.9	8.3	42.5	44.0
Maintaining a distinctive main street architecture	61	4.2	0.6	5.3	8.1	39.5	46.4
Increased quality of life for residents	62	4.2	0.3	0.6	14.0	44.4	40.6
Increased work productivity of residents	61	4.2	0.3	0.0	14.1	46.8	38.8
Maintaining a rural lifestyle	60	4.1	0.3	5.5	11.0	47.2	36.0
Greater family stability	63	4.1	1.2	2.4	15.8	43.9	36.6
Maintaining a small town atmosphere	61	4.1	0.6	5.0	16.9	37.3	40.1
Reduced threat to/from at-risk youth	62	4.1	0.6	0.3	25.4	36.2	37.5
Preservation of our cultural heritage	63	4.1	1.2	1.5	23.8	33.7	39.8
Local economic growth from tourism	61	4.0	2.8	3.1	22.5	31.4	40.1
Improved understanding and tolerance of others	60	4.0	2.9	3.2	22.2	33.0	38.8
Retention of a distinct cultural atmosphere	60	3.9	4.8	0.9	25.6	32.1	36.6
Greater community involvement in tourism issues	61	3.8	2.8	5.9	25.1	32.3	33.9
A stronger sense of cultural awareness among my community's young people	62	3.8	4.7	0.9	25.7	45.3	23.4

\*Importance: 1=Not at all important  
 2=Slightly important  
 3=Moderately important  
 4=Very important  
 5=Extremely important

## Managing the Byway

**Table 63. Antonito Residents' Perceptions about Management Actions**

Question 9. For each of the following items, please indicate what you believe would best help you and your community realize the important benefits you indicated above. (check one box for each item)

Management Actions	n	mean	Percent of Management Actions*				
			1	2	3	4	5
Recreation facilities and services in my community	63	4.5	0.0	2.4	2.7	29.5	65.3
Maintenance and upkeep of our public places	64	4.4	0.0	2.4	8.6	36.7	52.3
Preservation of traditional architecture	61	4.3	0.6	0.0	13.5	36.3	49.5
Shopping opportunities	63	4.3	0.0	0.0	13.1	40.3	46.6
Cultural events	62	4.3	0.0	2.5	18.1	26.9	52.5
Numbers of visitors to my community	61	4.3	0.0	2.5	12.9	37.2	47.4
Guest services	63	4.2	0.0	2.4	20.5	29.0	48.1
Maintaining a small town atmosphere	63	4.2	0.0	7.6	10.6	34.1	47.6
Marketing of Byway to visitors	61	4.1	0.3	5.3	12.2	42.2	39.9
Amount of new development in my community	63	4.1	5.5	7.9	6.1	27.4	53.1
Advertising our community to potential visitors	64	4.1	2.4	7.2	14.1	26.3	50.0
Interpretive programs	61	4.1	0.0	0.0	22.8	41.9	35.2
Protection of the natural environment	63	4.0	2.7	4.9	22.8	21.1	48.5
Visitors staying longer in my community	63	4.0	2.5	4.9	18.1	32.9	41.7
The quiet and isolation of my community	60	3.6	2.9	13.1	31.0	24.0	28.9
Restrictions on the behavior of visitors while they are here as guests	64	3.6	2.4	7.5	40.7	27.0	22.5
Volume of traffic	64	3.5	5.4	7.8	32.5	33.1	21.3

\*Management Actions: 1=A lot less  
 2=A little less  
 3=Leave as is  
 4=A little more  
 5=A lot more

**Table 64. Antonito Residents' Perceptions about Services and Facilities**

Question 11. Please indicate how acceptable you feel each of the following types of services would be in your community. (check one box for each item)

Services and Facilities	n	mean	Percent of Acceptability*				
			-2	-1	0	1	2
Historic sites	65	1.3	9.5	0.9	3.0	20.8	65.8
Museums	65	1.2	7.1	2.7	5.6	24.1	60.4
Festivals and fairs	63	1.2	9.7	0.3	5.5	24.0	60.5
Cultural centers	65	1.2	7.1	3.0	6.2	27.9	55.8
Hiking trails	62	1.2	10.0	0.3	5.6	25.8	58.3
Grocery stores	65	1.2	7.1	5.4	3.0	28.3	56.2
Visitor tours of mission churches	65	1.2	11.9	0.0	5.6	21.7	60.7
Visitor centers	65	1.1	9.5	0.3	10.4	23.5	56.3
Roadside interpretive displays	62	1.1	7.5	0.6	10.6	30.2	51.1
Retail stores	64	1.1	10.1	0.6	3.0	40.3	45.9
Public restrooms	65	1.1	9.5	2.7	5.1	33.3	49.4
Scenic turnouts	64	1.1	9.6	2.4	5.1	34.3	48.7
Bike trails	62	1.1	12.5	0.0	6.5	30.5	50.5
Roadside signs	65	1.0	7.4	2.7	5.6	45.4	38.8
Souvenir shops	63	1.0	9.8	0.6	11.3	30.5	47.8
Visitor tours of artisan studios	64	1.0	11.9	0.6	10.7	27.2	49.5
Restaurants	63	.99	10.1	0.6	10.7	36.9	41.7
Guided nature walks	62	.97	10.0	0.9	20.9	17.8	50.3
Bed and breakfasts/ Inns	65	.94	7.4	5.6	10.7	37.2	39.0
RV campgrounds	65	.85	14.6	3.0	3.3	40.5	38.7
Hotels/ Motels	64	.82	14.6	0.9	10.1	35.8	38.5
Tent campgrounds	65	.80	14.6	3.3	5.6	40.5	36.0
Fast food restaurants	65	.75	19.9	0.6	6.5	29.8	43.1
Resorts	64	.64	13.2	3.0	17.7	38.4	27.8
Commercial outfitters and guides	60	.62	18.7	0.6	16.4	28.0	36.3
Condominiums	64	.20	21.8	6.0	23.3	28.1	20.9
Bars/ Taverns	64	-.02	21.2	17.6	20.9	23.0	17.3

\*Acceptability: -2=Totally Unacceptable  
 -1=Somewhat Unacceptable  
 0=Neither  
 1=Somewhat Acceptable  
 2=Totally Acceptable

**Table 65. Antonito Residents' Perceptions about the Outcomes of Sharing the Hispanic culture with visitors**

Question 12. Please indicate the extent to which you agree or disagree with the following statements. Sharing the Hispanic culture with visitors to the Byway would... (check the appropriate box for each statement)

Outcomes	n	mean	Extent to which agree*				
			-2	-1	0	1	2
Preserve the stories and folklore which have been passed down	63	1.5	2.4	0.3	4.0	30.8	62.4
Increase local pride in the Hispanic culture	64	1.5	0.3	0.3	1.8	44.2	53.5
Revive the arts and traditions of the area	64	1.4	0.0	0.3	6.0	39.7	54.0
Provide a stronger sense of self-identity within the Hispanic culture and community	64	1.4	0.3	0.9	6.9	36.2	55.7
Help local residents learn more about the Hispanic culture	64	1.4	2.4	0.6	7.1	31.9	58.0
Encourage Hispanics to actively participate in their culture	63	1.3	2.8	2.5	7.3	30.3	57.1
Maintain my desired image of myself and my community	61	1.3	2.5	0.3	12.2	34.5	50.4
Encourage local economic growth from cultural tourism	61	1.1	7.5	0.9	6.9	40.7	43.9
Increase the amount of Spanish being spoken among residents	63	1.0	3.6	5.5	16.5	35.8	38.6
Commercialize the Hispanic culture	61	.44	10.4	13.3	21.3	31.8	23.3
Assimilate the Hispanic culture into the mainstream American culture	63	.42	14.8	16.6	10.1	28.6	29.9
Dilute the Hispanic culture	63	-.50	35.2	27.8	10.4	7.1	19.6
Decrease the amount of Spanish being spoken among residents	63	-.62	37.2	28.8	10.4	5.8	17.8

\*Extent: -2=Strongly Disagree

-1=Disagree

0=Neither

1=Agree

2=Strongly Agree

**Table 66. Antonito Residents' Perceptions about the Activity Level of Managers**

Question 13. How active do you think public officials, private service providers, and public land managers along the Byway should be in sharing the Hispanic culture with visitors? (check one) (n= 63)

Activity Level	Frequency	Valid Percent
Very active	39	61.6
Moderately active	9	14.5
Somewhat active	9	13.9
Not at all active	1	1.8
I don't know	5	8.2
No response	1	

**Table 67. Antonito Residents' Perceptions about Ways of Sharing the Hispanic Culture**

Question 14. What do you feel are appropriate ways to share the Hispanic culture with visitors to the Byway? (check all that apply)

Ways of Sharing Culture	Frequency	Percent *
Museums or cultural centers	52	79.8
Opening cultural sites such as churches and ruins to visitors	46	72.6
Informally talking with visitors	47	71.8
Brochures or newsletters	43	65.9
Books written by residents	42	65.5
Roadside signs and displays	39	59.6
Reenactments or living history programs	21	31.7
Audio cassettes for visitors to listen to in their car	20	30.8
Formal lectures	19	30.0
Books written by non-residents	8	11.8

\* Total percents are greater than one hundred due to multiple responses

## Ft. Garland Residents

### Demographics

**Table 68. Ft. Garland Residents' Place of Residency**

Question 1. How would you describe where you live? (check one) (n=97)

Residency	Frequency	Valid Percent
In the country	65	66.8
In town	32	33.2
No response	0	

**Table 69. Ft. Garland Residents' Length of Residency**

Question 2. How long have you lived in the place you indicated above?

Valid Cases	Missing Cases	Mean Years	Standard Deviation	Minimum Years	Maximum Years
96	1	20.4	19.5	1	80

**Table 70. Ft. Garland Residents' Position within the Community**

Question 3. Which of the following describe your role and position within your community? (check all that apply)

Position	Frequency	Percent *
Business Owner	50	52.0
Retired	28	28.8
Full-time Resident	23	23.6
Homemaker	10	10.4
Business Employee	4	4.4
Public Employee	4	4.1
Military	4	4.1
Part-time Resident	3	3.1
Farmer or Rancher	2	2.1
Elected Official	0	0.4
Student	0	0.4
Unemployed (long term)	0	0.0

\* Total percents are greater than one hundred due to multiple responses

**Table 71. Ft. Garland Residents' Occupations\***

Question 3b. What is your current or most recent occupation? (n=81)

Occupation	Frequency	Valid Percent
Computer and Mathematical	34	42.5
Community and Social Service	7	8.4
Construction and Extraction	7	8.4
Sales	6	7.6
Farming, Fishing and Forestry	4	5.3
Transportation and Material Moving	4	4.9
Postal Service Worker	4	4.8
Installation, Repair and Maintenance	4	4.4
Food Preparation and Serving	3	4.0
Business and Financial Operations	3	3.3
Healthcare Practitioners and Technical	1	1.7
Management	1	1.3
Office and Administrative Support	1	1.2
Education, Training and Library	1	0.8
Legal	0	0.4
Art, Design, Entertainment, Sports and Media	0	0.4
Military	0	0.4
No response	16	

\* Standard Occupational Classification, Federal Register v.63, #150. August 5, 1998

**Table 72. Ft. Garland Residents' Business Ownership**

Question 4. Do you own your own business anywhere along the Byway? (check one) (n=97)

Business Ownership	Frequency	Valid Percent
No	43	45.2
Yes	53	54.8
No response	0	

**Table 73. Ft. Garland Residents' Types of Business**

Question 4b. What type of business is it? (n=9)

Type of Business	Frequency	Valid Percent
Computer Lab	34	64.4
Restaurant	3	6.1
Real Estate Office	3	6.1
Construction	3	5.5
Upholstery Shop	3	5.5
Grocery Store	3	5.5
Retail Store	3	5.5
Farm	0	0.6
General Aviation Center	0	0.6

**Table 74. Ft. Garland Residents' Ages**

Question 15. In what year were you born? (converted to age in years)

Valid Cases	Missing Cases	Mean Age	Standard Deviation	Minimum Age	Maximum Age
90	7	56.1	10.2	29	83

**Table 75. Ft. Garland Residents' Number of Residents Per Household**

Question 16. How many people currently reside in your household? (n=93)

Number of Residents	Frequency	Valid Percent
One	10	10.9
Two	66	71.6
Three	9	9.8
Four	7	7.4
Five	0	0.4
No response	4	

**Table 76. Ft. Garland Residents' Property Types**

Question 17. Do you own or rent property in the San Luis Valley? (check one) (n= 90)

Property Types	Frequency	Valid Percent
Own	55	61.3
Rent	1	0.8
Both	34	37.9
No response	7	

**Table 77. Ft. Garland Residents' Residency**

Question 18. Do you have a permanent or a seasonal residence in the San Luis Valley? (check one) (n=93)

Residency	Frequency	Valid Percent
Permanent	90	97.1
Seasonal	3	2.9
No response	4	

**Table 78. Ft. Garland Residents' Education**

Question 19. What is the highest level of education you have completed? (check one) (n=93)

Education	Frequency	Valid Percent
Eighth grade or less	3	3.1
Some high school	0	0.0
High school graduate or GED	19	20.8
Some college	17	17.9
College graduate	10	11.2
Some graduate school	38	41.3
Graduate degree	5	5.7
No response	4	

**Table 79. Ft. Garland Residents' Gender**

Question 20. What is your gender? (check one) (n=93)

Gender	Frequency	Valid Percent
Male	82	88.4
Female	11	11.6
No response	4	

**Table 80. Ft. Garland Residents' Ethnicity**

Question 21. Which of the following best describes your ethnic background? (check one) (n=91)

Ethnicity	Frequency	Valid Percent
Hispanic	46	51.2
White	44	48.4
American Indian or Alaskan Native	0	0.0
Asian or Pacific Islander	0	0.0
Black	0	0.0
Other	0	0.0
No response	6	

## Living Along the Byway

**Table 81. Ft. Garland Residents' Perceived Benefits and Experiences-Importance**

Questions 5, 6. For each of the benefits and experiences listed below please indicate how important it is to you living along the Byway? (check the appropriate boxes for each item)

Benefits and Experiences	n	mean	Percent of Importance*						
			-3	-2	-1	0	1	2	3
A stronger desire to care for the natural environment	88	2.5	2.3	3.7	0.0	0.4	0.4	12.2	81.0
Improved physical health	88	2.4	6.0	0.0	0.0	2.3	5.2	5.6	80.8
Enjoying the Valley's natural scenery	96	2.4	8.8	0.0	0.4	0.4	0.0	6.7	83.7
Improved mental health	84	2.3	5.8	0.4	0.4	4.8	0.8	10.1	77.7
A greater understanding of our dependency on the land	88	2.3	6.8	0.0	0.8	1.1	5.6	11.9	73.8
Feeling that my community is a special place to live	97	2.3	8.4	0.7	0.4	2.4	2.5	4.4	81.2
Experiencing peace and quiet	97	2.2	11.1	0.7	0.4	0.0	0.0	7.1	80.8
Greater pride in my community	88	2.2	5.6	0.4	0.0	5.4	7.1	16.0	65.5
Stronger ties with my friends	88	2.2	6.0	0.4	0.0	3.8	10.5	12.3	67.0
A greater appreciation for my place in the world	87	2.1	7.2	0.0	0.0	5.8	5.6	12.7	68.7
Being part of a community rich in culture and history	93	2.1	5.6	0.0	0.7	10.9	5.6	7.5	69.7
A greater respect for my cultural heritage	90	2.1	7.3	0.7	0.8	8.2	4.3	3.6	75.1
Feeling good about the way we are caring for our cultural heritage	93	2.1	6.0	0.4	4.2	5.0	8.0	2.9	73.5
Increased acceptance of others	87	2.1	5.7	0.4	0.4	5.0	4.9	16.5	67.2
Feeling connected with nature	94	2.0	11.8	0.0	0.4	0.0	8.4	5.6	73.9
A greater feeling of personal freedom	88	2.0	5.6	0.8	0.0	2.7	1.1	50.3	39.5
Nurturing my spiritual values	96	2.0	10.8	1.4	0.0	3.8	1.4	12.8	69.8
Seeing visitors get excited about our cultural heritage	94	1.9	3.2	0.4	4.2	15.4	6.7	7.6	62.5
Stronger ties with my family	88	1.9	5.6	0.4	0.4	6.1	1.9	47.4	38.2
A greater appreciation of the arts	88	1.9	2.3	4.1	0.8	7.1	18.6	12.7	54.4
A better sense of my place in the history of the San Luis Valley	88	1.7	7.5	0.4	0.0	7.3	3.1	49.5	32.1
Finding satisfaction in telling visitors what makes my community special	96	1.7	8.8	0.4	2.1	13.6	5.1	11.1	58.9
Greater knowledge of my own culture	88	1.7	6.4	0.4	0.4	8.8	3.7	50.7	29.6
Sharing my cultural heritage with visitors	93	1.7	10.6	0.4	0.4	14.8	5.7	6.6	61.5
A stronger sense of who I am as a person	93	1.3	8.7	0.7	0.7	6.1	40.0	6.9	36.7
Maintenance of my traditional way of life	88	1.2	7.5	0.0	1.2	6.6	45.8	11.1	27.8
Talking with visitors to the area	91	1.2	10.1	3.9	3.2	8.4	5.8	44.7	23.9
Living in a community where things don't change very much	97	1.0	10.7	0.7	6.7	1.4	41.7	15.5	23.3
A stronger sense of ethnic identity	88	.45	7.1	1.1	40.8	10.6	3.3	4.5	32.5
Living in a community that moves at a slow pace	94	.26	14.5	0.4	37.4	3.6	4.9	14.5	24.7

\* Importance: -3= Very Unimportant  
 -2=Moderately Unimportant  
 -1=Somewhat Unimportant  
 0=Neither  
 1=Somewhat Important  
 2=Moderately Important  
 3= Very Important

**Table 82. Ft. Garland Residents' Perceived Benefits and Experiences-Attainability**

Questions 5, 6. For each of the benefits and experiences listed below please indicate the extent to which you are able to attain it by living along the Byway? (check the appropriate boxes for each item)

Percent Able to Attain\*

Benefits and Experiences	n	mean	-2	-1	0	1	2
Improved physical health	88	2.4	0.4	1.7	5.5	13.1	79.2
Enjoying the Valley's natural scenery	86	1.8	0.4	0.0	1.6	14.8	83.3
Nurturing my spiritual values	86	1.7	0.0	0.0	4.3	15.3	80.4
Increased acceptance of others	77	1.7	0.0	0.4	5.7	12.8	81.1
Experiencing peace and quiet	83	1.7	0.4	2.0	1.6	17.2	18.7
Living in a community that moves at a slow pace	83	1.6	0.0	0.0	8.7	16.2	75.1
Feeling connected with nature	83	1.3	0.0	0.0	3.5	59.4	37.1
A greater feeling of personal freedom	78	1.3	0.0	0.9	4.3	55.7	39.1
Stronger ties with my family	78	1.3	0.9	0.4	7.8	50.2	40.7
Being part of a community rich in culture and history	83	1.2	0.4	0.0	9.2	53.7	36.8
A stronger sense of who I am as a person	83	1.2	0.0	0.8	11.2	50.0	38.1
Finding satisfaction in telling visitors what makes my community special	83	1.2	1.6	0.0	9.5	51.0	37.8
A better sense of my place in the history of the San Luis Valley	78	1.2	1.3	0.4	10.4	51.1	36.7
A greater appreciation for my place in the world	80	1.2	1.7	0.0	7.1	59.0	32.2
Living in a community where things don't change very much	80	1.2	0.4	0.4	11.0	55.2	32.9
Stronger ties with my friends	77	1.2	0.4	0.0	13.2	53.5	32.9
Maintenance of my traditional way of life	80	1.1	1.7	1.7	11.2	51.6	33.9
Seeing visitors get excited about our cultural heritage	83	1.1	1.2	0.0	12.8	54.7	31.2
Talking with visitors to the area	80	1.1	1.7	0.8	9.1	59.2	29.2
A greater appreciation of the arts	80	1.1	0.4	0.8	8.6	68.3	21.8
Feeling that my community is a special place to live	83	.95	0.4	0.0	48.1	6.8	44.7
Greater pride in my community	80	.85	0.8	0.0	49.6	12.7	36.8
Greater knowledge of my own culture	80	.80	0.0	0.8	54.2	8.9	36.0
A stronger sense of ethnic identity	78	.72	1.3	1.3	58.9	1.3	37.2
A stronger desire to care for the natural environment	78	.49	0.0	44.3	0.9	15.7	39.1
A greater understanding of our dependency on the land	80	.46	1.2	43.1	1.7	15.4	38.5
Improved mental health	80	.44	0.4	42.9	8.7	7.8	40.2
Sharing my cultural heritage with visitors	83	.38	1.6	41.0	10.8	11.1	35.5
Feeling good about the way we are caring for our cultural heritage	86	.36	0.0	44.3	7.9	14.5	33.3
A greater respect for my cultural heritage	80	.33	1.7	43.1	9.7	11.1	34.4

\*Able to Attain: -2=Totally Unable  
 -1=Somewhat Unable  
 0=Neither  
 1=Somewhat Able  
 2=Totally Able

**Table 83. Ft. Garland Residents' Perceptions about the Importance of Managing the Byway for Benefits**

Question 7. In your opinion, how important is it to manage the Byway so that it provides each of the benefits listed below? (check the appropriate level of importance for each benefit)

Percent of Importance\*

Benefits	n	mean	1	2	3	4	5
Reduced looting and vandalism of cultural, historic and religious sites	93	4.7	0.4	4.2	0.4	13.6	81.4
A stronger desire to take care of the Byway's natural resources	93	4.7	0.0	0.7	6.0	17.8	75.4
An improved relationship with the natural world	93	4.6	0.4	1.8	8.5	17.8	71.5
Better community and public safety services (schools, fire prevention)	96	4.5	1.8	1.0	8.5	19.1	69.6
Increased work productivity of residents	89	4.5	4.8	0.4	6.6	12.8	75.4
A greater commitment to care for the Byway's cultural and historic resources	93	4.5	1.4	0.7	9.9	19.3	68.6
More job opportunities for residents	93	4.5	5.6	1.8	4.2	12.3	76.0
Maintaining a small town atmosphere	93	4.5	1.4	2.9	8.5	17.5	69.7
Greater family stability	90	4.5	2.2	0.4	10.6	17.4	69.4
Reduced threat to/from at-risk youth	87	4.5	5.3	0.0	6.8	14.0	73.9
Increased quality of life for residents	93	4.4	5.7	0.4	7.1	18.2	68.7
Maintaining a rural lifestyle	93	4.4	0.7	0.4	15.1	23.5	60.3
A stronger sense of cultural awareness among my community's young people	93	4.4	1.4	5.3	7.1	23.1	63.0
Maintaining a distinctive main street architecture	92	4.3	3.9	2.9	12.3	14.2	66.7
Increased community pride	96	4.3	4.8	1.0	11.9	20.5	61.8
Improved understanding and tolerance of others	90	4.3	5.8	2.6	12.3	15.9	63.3
Preservation of our cultural heritage	93	4.3	2.9	5.0	14.8	15.1	62.2
Local economic growth from tourism	93	4.2	8.5	1.5	9.6	16.2	64.3
Retention of a distinct cultural atmosphere	93	4.2	2.5	8.8	11.3	14.7	62.6
Greater community involvement in tourism issues	93	4.2	6.8	5.3	12.0	16.3	59.7
Improving our community's physical infrastructure (sidewalks, etc.)	96	3.5	5.1	3.5	47.8	16.0	27.4

\*Importance: 1=Not at all important  
 2=Slightly important  
 3=Moderately important  
 4=Very important  
 5=Extremely important

## Managing the Byway

**Table 84. Ft. Garland Residents' Perceptions about Management Actions**

Question 9. For each of the following items, please indicate what you believe would best help you and your community realize the important benefits you indicated above. (check one box for each item)

Management Actions	n	mean	Percent of Management Actions*				
			1	2	3	4	5
Protection of the natural environment	96	4.6	0.0	1.0	11.2	13.6	74.2
Maintenance and upkeep of our public places	93	4.5	0.0	0.4	10.3	26.0	63.3
Preservation of traditional architecture	91	4.5	0.0	0.0	18.0	16.6	65.4
Maintaining a small town atmosphere	94	4.4	0.0	0.7	17.6	20.7	61.0
Advertising our community to potential visitors	97	4.4	2.8	3.4	17.0	2.5	74.4
Numbers of visitors to my community	94	4.4	2.5	0.4	20.7	8.1	68.3
Cultural events	91	4.4	2.2	0.7	15.2	20.1	61.8
Marketing of Byway to visitors	90	4.3	3.0	1.5	15.2	16.9	63.4
Recreation facilities and services in my community	97	4.3	2.8	1.0	16.5	16.9	62.7
Interpretive programs	93	4.3	1.4	0.4	23.9	16.8	57.7
Restrictions on the behavior of visitors while they are here as guests	91	4.1	0.7	0.7	30.3	19.3	48.9
Shopping opportunities	94	4.0	1.4	0.0	17.2	58.8	22.6
Visitors staying longer in my community	97	4.0	3.5	0.7	20.4	44.0	31.4
Amount of new development in my community	97	3.9	4.5	0.4	15.9	56.9	22.4
Guest services	94	3.8	2.5	1.4	21.6	59.6	14.9
The quiet and isolation of my community	94	3.0	0.4	37.0	30.7	23.5	8.5
Volume of traffic	93	2.7	6.3	45.9	23.5	13.9	10.4

\*Management Actions: 1=A lot less  
 2=A little less  
 3=Leave as is  
 4=A little more  
 5=A lot more

**Table 85. Ft. Garland Residents' Perceptions about Services and Facilities**

Question 11. Please indicate how acceptable you feel each of the following types of services would be in your community. (check one box for each item)

Services and Facilities	n	mean	Percent of Acceptability*				
			-2	-1	0	1	2
Historic sites	96	1.8	1.0	0.4	1.0	11.3	86.3
Museums	96	1.8	0.4	1.4	1.4	11.6	85.2
Cultural centers	93	1.7	1.4	1.4	4.6	8.9	83.7
Visitor centers	96	1.7	1.4	2.1	1.0	17.1	78.4
Guided nature walks	96	1.6	2.1	1.7	8.5	8.3	79.4
Hiking trails	97	1.6	2.8	0.0	6.8	14.9	75.4
Bike trails	96	1.6	3.9	0.4	7.5	9.2	79.1
Restaurants	97	1.6	2.1	2.1	4.4	17.3	74.2
Festivals and fairs	97	1.5	1.4	1.7	8.8	14.3	73.8
Visitor tours of artisan studios	90	1.5	1.9	1.9	7.3	15.9	73.0
Bed and breakfasts/ Inns	97	1.5	2.1	2.4	4.4	22.9	68.2
Visitor tours of mission churches	94	1.5	1.4	5.3	6.3	15.4	71.6
Resorts	93	1.4	3.3	2.2	13.3	11.7	69.6
Public restrooms	97	1.3	3.1	2.1	1.1	51.0	42.7
Grocery stores	94	1.2	0.7	3.2	3.9	53.7	38.4
Souvenir shops	96	1.2	2.5	2.4	3.1	51.4	40.6
Hotels/ Motels	96	1.2	3.2	1.7	4.4	50.3	40.4
RV campgrounds	96	1.2	3.2	2.1	3.8	51.2	39.7
Scenic turnouts	91	1.2	1.1	2.2	8.2	51.6	36.8
Tent campgrounds	96	1.2	3.5	1.4	5.8	50.0	39.3
Roadside interpretive displays	94	1.1	1.4	3.6	9.1	50.6	35.3
Roadside signs	94	1.1	2.5	4.0	6.0	53.0	34.6
Retail stores	96	1.1	3.2	2.1	11.8	46.3	36.7
Condominiums	96	1.1	5.6	3.8	18.6	19.8	52.1
Commercial outfitters and guides	90	.98	3.4	2.6	14.1	52.0	27.9
Fast food restaurants	96	-.15	41.5	3.5	9.9	19.3	25.9
Bars/ Taverns	93	-.44	13.6	43.5	19.9	19.5	3.5

\*Acceptability: -2=Totally Unacceptable  
 -1=Somewhat Unacceptable  
 0=Neither  
 1=Somewhat Acceptable  
 2=Totally Acceptable

**Table 86. Ft. Garland Residents' Perceptions about Outcomes of Sharing the Hispanic Culture with Visitors**

Question 12. Please indicate the extent to which you agree or disagree with the following statements. Sharing the Hispanic culture with visitors to the Byway would... (check the appropriate box for each statement)

Outcomes	n	mean	Extent to which agree*				
			-2	-1	0	1	2
Preserve the stories and folklore which have been passed down	91	1.6	0.0	3.6	4.8	18.5	73.1
Help local residents learn more about the Hispanic culture	90	1.6	0.0	0.4	8.9	21.3	69.4
Maintain my desired image of myself and my community	90	1.6	0.0	0.0	9.3	21.6	69.1
Encourage local economic growth from cultural tourism	93	1.6	0.0	0.4	11.0	17.1	71.5
Increase local pride in the Hispanic culture	90	1.5	4.7	1.1	4.8	16.3	73.0
Provide a stronger sense of self-identity within the Hispanic culture and community	87	1.5	1.3	3.3	11.1	12.1	71.9
Revive the arts and traditions of the area	93	1.5	0.0	3.5	5.8	28.6	62.2
Encourage Hispanics to actively participate in their culture	93	1.4	3.1	1.8	8.1	19.0	68.0
Increase the amount of Spanish being spoken among residents	93	1.3	3.3	1.1	16.3	16.6	62.7
Commercialize the Hispanic culture	90	.5	7.9	9.2	21.0	48.7	13.2
Assimilate the Hispanic culture into the mainstream American culture	85	-.07	5.0	51.2	12.0	9.4	22.4
Dilute the Hispanic culture	90	-1.0	29.5	54.7	7.5	5.1	3.2
Decrease the amount of Spanish being spoken among residents	93	-1.2	60.3	15.7	13.8	2.9	7.3

\*Extent: -2=Strongly Disagree  
 -1=Disagree  
 0=Neither  
 1=Agree  
 2=Strongly Agree

**Table 87. Ft. Garland Residents' Perceptions about the Activity Level of Managers**

Question 13. How active do you think public officials, private service providers, and public land managers along the Byway should be in sharing the Hispanic culture with visitors? (check one) (n=91)

Activity Level	Frequency	Valid Percent
Very active	61	67.6
Moderately active	10	11.1
Somewhat active	8	8.6
Not at all active	1	0.7
I don't know	11	12.0
No response	6	

**Table 88. Ft. Garland Residents' Perceptions about Ways of Sharing the Hispanic Culture**

Question 14. What do you feel are appropriate ways to share the Hispanic culture with visitors to the Byway? (check all that apply)

Ways of Sharing Culture	Frequency	Percent *
Museums or cultural centers	76	78.7
Opening cultural sites such as churches and ruins to visitors	70	72.9
Informally talking with visitors	69	71.5
Books written by residents	66	68.7
Roadside signs and displays	66	67.8
Brochures or newsletters	63	65.5
Reenactments or living history programs	55	56.9
Audio cassettes for visitors to listen to in their car	54	55.5
Formal lectures	51	52.7
Books written by non-residents	40	41.3

\* Total percents are greater than one hundred due to multiple responses

## San Luis Residents

### Demographics

**Table 89. San Luis Residents' Place of Residency**

Question 1. How would you describe where you live? (check one) (n=40)

Residency	Frequency	Valid Percent
In the country	22	55.1
In town	18	44.9
No response	0	

**Table 90. San Luis Residents' Length of Residency**

Question 2. How long have you lived in the place you indicated above?

Valid Cases	Missing Cases	Mean Years	Standard Deviation	Minimum Years	Maximum Years
40	0	31.9	22.2	1	77

**Table 91. San Luis Residents' Position within the Community**

Question 3. Which of the following describe your role and position within your community? (check all that apply)

Position	Frequency	Percent *
Full-time Resident	17	42.7
Retired	17	42.6
Farmer or Rancher	14	35.9
Business Owner	10	24.5
Public Employee	7	17.7
Homemaker	7	17.2
Elected Official	4	10.7
Part-time Resident	2	6.2
Unemployed (long term)	1	2.7
Military	1	2.7
Business Employee	0	0.0
Student	0	0.0

\* Total percents are greater than one hundred due to multiple responses

**Table 92. San Luis Residents' Occupations\***

Question 3b. What is your current or most recent occupation? (n=32)

Occupation	Frequency	Valid Percent
Education, Training and Library	9	28.6
Farming, Fishing and Forestry	6	17.6
Installation, Repair and Maintenance	3	10.4
Art, Design, Entertainment, Sports and Media	2	7.3
Homemaker	2	6.9
Community and Social Service	2	6.6
Healthcare Practitioners and Technical	1	4.4
Food Preparation and Serving	1	3.5
Sales	1	3.5
Office and Administrative Support	1	3.5
Construction and Extraction	1	3.5
Religious Practitioner	0	1.0
No response	8	

\* Standard Occupational Classification, Federal Register v.63, #150. August 5, 1998

**Table 93. San Luis Residents' Business Ownership**

Question 4. Do you own your own business anywhere along the Byway? (check one) (n=39)

Business Ownership	Frequency	Valid Percent
No	31	79
Yes	8	21
No response	1	

**Table 94. San Luis Residents' Types of Business**

Question 4b. What type of business is it? (n=12)

Type of Business	Frequency	Valid Percent
Farm	1	13.1
Convenience Store	1	13.1
Service Station & Laundromat	1	13.1
Coin Operated Vending Machines	1	13.1
Hardware Store & Grocery	1	13.1
Wrecker Business	1	13.1
Ranch	0	3.6
Computer Lab	0	3.6
Silversmith	0	3.6
Art Instruction Studio	0	3.6
Frame Shop	0	3.6
Catering	0	3.6

**Table 95. San Luis Residents' Ages**

Question 15. In what year were you born? (converted to age in years)

Valid Cases	Missing Cases	Mean Age	Standard Deviation	Minimum Age	Maximum Age
38	2	57.3	14.8	27	82

**Table 96. San Luis Residents' Number of Residents Per Household**

Question 16. How many people currently reside in your household? (n=39)

Number of Residents	Frequency	Valid Percent
One	9	21.4
Two	18	47.6
Three	5	12.0
Four	6	14.8
Five	1	3.6
No response	1	

**Table 97. San Luis Residents' Property Types**

Question 17. Do you own or rent property in the San Luis Valley? (check one) (n= 39)

Property Types	Frequency	Valid Percent
Own	33	85.2
Rent	5	12.0
Both	1	2.8
No response	1	

**Table 98. San Luis Residents' Residency**

Question 18. Do you have a permanent or a seasonal residence in the San Luis Valley? (check one) (n=39)

Residency	Frequency	Valid Percent
Permanent	37	96.4
Seasonal	2	3.6
No response	1	

**Table 99. San Luis Residents' Education**

Question 19. What is the highest level of education you have completed? (check one) (n=39)

Education	Frequency	Valid Percent
Eighth grade or less	3	8.4
Some high school	4	9.2
High school graduate or GED	9	24.0
Some college	9	23.5
College graduate	4	10.8
Some graduate school	1	3.6
Graduate degree	8	20.4
No response	1	

**Table 100. San Luis Residents' Gender**

Question 20. What is your gender? (check one) (n=39)

Gender	Frequency	Valid Percent
Male	24	61.1
Female	15	38.9
No response	3	

**Table 101. San Luis Residents' Ethnicity**

Question 21. Which of the following best describes your ethnic background? (check one) (n=39)

Ethnicity	Frequency	Valid Percent
Hispanic	35	89.9
White	3	7.0
Other	1	1.5
American Indian or Alaskan Native	0	0.8
Black	0	0.8
Asian or Pacific Islander	0	0.0
No response	1	

## Living Along the Byway

**Table 102. San Luis Residents' Perceived Benefits and Experiences-Importance**

Questions 5, 6. For each of the benefits and experiences listed below please indicate how important it is to you living along the Byway? (check the appropriate boxes for each item)

Benefits and Experiences	n	mean	Percent of Importance*						
			-3	-2	-1	0	1	2	3
Being part of a community rich in culture and history	38	2.5	0.8	3.6	0.8	0.0	4.4	12.9	77.5
Enjoying the Valley's natural scenery	37	2.5	3.7	0.0	0.0	0.0	8.3	9.6	78.4
Experiencing peace and quiet	38	2.5	6.5	0.0	0.0	0.0	0.0	10.1	83.5
Feeling good about the way we are caring for our cultural heritage	39	2.4	3.5	4.5	0.0	0.8	4.3	4.3	83.6
Feeling connected with nature	38	2.4	3.6	0.0	0.0	0.8	7.2	21.4	66.9
Feeling that my community is a special place to live	39	2.4	4.3	0.8	2.8	1.5	2.8	9.8	78.1
Nurturing my spiritual values	38	2.3	4.4	0.0	0.8	2.8	10.1	9.3	72.6
A stronger desire to care for the natural environment	38	2.3	9.1	0.0	0.0	0.0	5.7	7.2	78.0
Improved physical health	38	2.2	5.5	0.8	2.9	4.4	2.9	7.3	76.3
A greater understanding of our dependency on the land	38	2.2	4.4	0.0	5.4	1.6	5.7	12.1	70.8
Living in a community that moves at a slow pace	38	2.2	0.0	2.8	8.0	0.8	4.4	24.0	59.9
Greater pride in my community	39	2.1	10.3	0.0	0.0	2.8	0.8	13.3	72.8
Greater knowledge of my own culture	38	2.1	7.8	0.0	2.8	6.0	3.6	3.6	76.2
A greater appreciation for my place in the world	38	2.1	6.2	0.0	0.8	10.1	0.8	15.0	67.2
A greater feeling of personal freedom	39	2.1	11.6	0.0	0.8	1.8	0.8	7.0	77.1
A better sense of my place in the history of the San Luis Valley	38	2.1	7.0	2.8	0.0	3.6	10.1	0.8	75
Maintenance of my traditional way of life	39	2.0	8.8	0.0	5.5	2.3	1.5	11.8	70.1
Stronger ties with my friends	39	1.9	8.8	0.0	2.8	5.5	1.5	19.3	62.1
Improved mental health	38	1.9	10.0	0.0	0.0	4.5	8.7	17.3	59.6
Stronger ties with family	39	1.9	11.6	0.0	0.0	9.8	0.0	11.3	67.3
Increased acceptance of others	38	1.9	7.0	2.8	2.8	8.5	3.6	10.1	65.1
A greater appreciation of the arts	38	1.9	7.0	2.8	0.0	6.5	12.9	9.3	61.5
A stronger sense of ethnic identity	37	1.8	8.8	3.7	0.8	5.3	2.9	15.4	63.0
Talking with visitors to the area	36	1.7	3.9	1.7	0.8	6.1	23.8	20.5	43.3
A greater respect for my cultural heritage	39	1.7	13.1	0.8	3.5	4.3	6.3	0.8	71.3
Sharing my cultural heritage with visitors	38	1.6	5.2	3.7	3.6	9.4	9.9	19.5	48.6
A stronger sense of who I am as a person	37	1.6	13.1	0.0	2.9	4.5	6.6	15.4	57.4
Finding satisfaction in telling visitors what makes my community special	39	1.6	4.3	7.0	3.5	12.6	3.5	15.1	54.0
Seeing visitors get excited about our cultural heritage	39	1.6	7.8	5.5	0.8	14.1	0.8	14.3	56.7
Living in a community where things don't change very much	38	1.5	9.3	0.8	10.1	2.3	11.4	14.7	51.4

\* Importance: -3= Very Unimportant  
 -2=Moderately Unimportant  
 -1=Somewhat Unimportant  
 0=Neither  
 1=Somewhat Important  
 2=Moderately Important  
 3= Very Important

**Table 103. San Luis Residents' Perceived Benefits and Experiences-Attainability**

Questions 5, 6. For each of the benefits and experiences listed below please indicate the extent to which you are able to attain it by living along the Byway? (check the appropriate boxes for each item)

Benefits and Experiences	n	mean	Percent Able to Attain*				
			-2	-1	0	1	2
Enjoying the Valley's natural scenery	28	1.8	0.0	0.0	0.0	24.0	76.0
Feeling connected with nature	25	1.7	0.0	0.0	0.0	28.3	71.7
Nurturing my spiritual values	25	1.6	0.0	0.0	11.2	17.5	71.3
Stronger ties with my friends	27	1.6	0.0	0.0	9.2	21.6	69.2
Stronger ties with family	26	1.6	0.0	0.0	11.9	9.5	78.6
Greater pride in my community	27	1.6	1.1	1.1	4.0	24.6	69.2
A better sense of my place in the history of the San Luis Valley	26	1.6	0.0	0.0	6.5	28.6	64.9
Feeling that my community is a special place to live	25	1.6	0.0	5.6	1.2	23.1	70.1
Greater knowledge of my own culture	26	1.5	0.0	0.0	13.0	19.1	67.9
A stronger desire to care for the natural environment	26	1.5	0.0	5.3	4.2	21.4	69.1
Experiencing peace and quiet	22	1.5	0.0	4.9	0.0	31.8	63.3
A greater feeling of personal freedom	27	1.5	0.0	4.0	12.1	11.4	72.5
Improved physical health	26	1.5	0.0	1.2	9.7	26.6	62.6
Finding satisfaction in telling visitors what makes my community special	26	1.5	0.0	1.2	6.5	31.7	60.7
A greater understanding of our dependency on the land	25	1.5	0.0	4.4	6.8	24.3	64.5
Living in a community that moves at a slow pace	25	1.5	0.0	1.2	5.6	36.2	57.0
A greater appreciation for my place in the world	26	1.5	1.2	0.0	7.7	30.5	60.7
Increased acceptance of others	26	1.5	1.2	0.0	12.6	21.4	64.9
Being part of a community rich in culture and history	26	1.5	0.0	5.3	4.2	28.6	61.8
A greater respect for my cultural heritage	27	1.5	2.2	0.0	9.2	26.4	62.3
A stronger sense of ethnic identity	26	1.4	1.2	0.0	11.9	26.3	60.7
A stronger sense of who I am as a person	26	1.4	1.2	0.0	9.5	32.8	56.5
Maintenance of my traditional way of life	27	1.4	2.2	0.0	9.2	30.4	58.2
Sharing my cultural heritage with visitors	25	1.4	0.0	0.0	11.2	17.5	71.3
Talking with visitors to the area	24	1.4	0.0	7.1	1.3	37.9	53.8
A greater appreciation of the arts	26	1.4	1.2	5.3	5.3	31.7	56.5
Seeing visitors get excited about our cultural heritage	24	1.4	1.3	0.0	11.7	35.4	51.6
Feeling good about the way we are caring for our cultural heritage	25	1.2	0.0	17.2	1.2	29.9	51.8
Improved mental health	26	1.2	5.4	0.0	15.1	32.0	47.5
Living in a community where things don't change very much	24	1.1	1.3	9.2	13.7	27.9	47.9

\*Able to Attain: -2=Totally Unable  
 -1=Somewhat Unable  
 0=Neither  
 1=Somewhat Able  
 2=Totally Able

**Table 104. San Luis Residents' Perceptions about the Importance of Managing the Byway for Benefits**

Question 7. In your opinion, how important is it to manage the Byway so that it provides each of the benefits listed below? (check the appropriate level of importance for each benefit)

Benefits	n	mean	Percent of Importance*				
			1	2	3	4	5
Reduced looting and vandalism of cultural, historic and religious sites	37	4.6	0.0	0.8	5.8	25.8	67.6
Better community and public safety services (schools, fire prevention)	38	4.6	0.0	0.0	3.6	32.1	64.3
A stronger desire to take care of the Byway's natural resources	38	4.4	0.0	2.8	5.7	34.9	56.6
More job opportunities for residents	38	4.4	0.8	0.0	14.7	23.0	61.5
Improving our community's physical infrastructure (sidewalks, etc.)	39	4.4	0.8	0.0	12.6	31.2	55.5
A greater commitment to care for the Byway's cultural and historic resources	38	4.4	0.8	2.8	10.9	27.4	58.1
Reduced threat to/from at-risk youth	35	4.4	4.0	0.0	6.2	33.6	56.2
An improved relationship with the natural world	38	4.4	0.0	2.8	6.5	41.4	49.3
Improved understanding and tolerance of others	39	4.3	0.0	2.8	17.3	26.4	53.5
Maintaining a rural lifestyle	38	4.3	3.6	0.0	4.4	45.5	46.5
Increased quality of life for residents	38	4.3	0.0	3.6	11.9	35.6	48.8
Increased community pride	38	4.3	1.6	0.8	12.7	38.0	47.0
Preservation of our cultural heritage	39	4.2	2.3	3.5	9.8	35.9	48.5
Increased work productivity of residents	35	4.2	7.7	0.0	9.3	26.0	57.0
A stronger sense of cultural awareness among my community's young people	39	4.2	2.3	0.0	12.6	41.5	43.7
Greater family stability	38	4.2	3.6	0.0	14.2	34.1	48.1
Retention of a distinct cultural atmosphere	37	4.2	1.6	7.5	11.7	30.9	48.4
Maintaining a distinctive main street architecture	39	4.2	4.3	0.0	17.3	31.9	46.5
Maintaining a small town atmosphere	38	4.1	7.2	0.0	9.3	37.0	46.5
Greater community involvement in tourism issues	37	4.0	2.4	5.8	15.7	35.6	40.4
Local economic growth from tourism	39	4.0	1.5	6.3	21.6	30.4	40.2

\*Importance: 1=Not at all important  
 2=Slightly important  
 3=Moderately important  
 4=Very important  
 5=Extremely important

## Managing the Byway

**Table 105. San Luis Residents' Perceptions about Management Actions**

Question 9. For each of the following items, please indicate what you believe would best help you and your community realize the important benefits you indicated above. (check one box for each item)

Management Actions	n	mean	Percent of Management Actions*				
			1	2	3	4	5
Maintenance and upkeep of our public places	38	4.5	0.8	0.0	1.6	40.6	57.0
Protection of the natural environment	39	4.5	0.0	2.8	11.1	17.5	68.6
Cultural events	38	4.4	0.8	0.8	6.5	39.6	52.3
Recreation facilities and services in my community	38	4.3	0.8	5.7	8.1	26.0	59.4
Preservation of traditional architecture	38	4.3	2.9	0.0	17.7	24.0	55.4
Guest services	39	4.2	3.5	0.0	15.4	32.2	48.8
Amount of new development in my community	38	4.1	3.6	2.9	15.4	30.7	47.4
Shopping opportunities	39	4.1	0.8	11.9	9.1	28.9	49.4
Numbers of visitors to my community	39	4.1	0.8	5.6	15.0	38.2	40.5
Marketing of Byway to visitors	38	4.1	1.6	5.7	18.0	29.5	45.3
Interpretive programs	37	4.0	3.8	0.0	19.3	40.8	36.2
Advertising our community to potential visitors	39	4.0	1.5	5.6	23.8	24.3	44.8
Maintaining a small town atmosphere	39	4.0	3.5	1.5	26.6	23.6	44.8
Visitors staying longer in my community	38	3.8	3.6	2.9	26.0	43.0	24.5
Restrictions on the behavior of visitors while they are here as guests	37	3.7	0.8	0.8	53.9	16.4	28.1
The quiet and isolation of my community	37	3.6	3.0	6.8	42.7	21.4	26.2
Volume of traffic	38	3.4	7.4	6.6	31.8	41.2	13.1

\*Management Actions:  
 1=A lot less  
 2=A little less  
 3=Leave as is  
 4=A little more  
 5=A lot more

**Table 106. San Luis Residents' Perceptions about Services and Facilities**

Question 11. Please indicate how acceptable you feel each of the following types of services would be in your community. (check one box for each item)

Services and Facilities	n	mean	Percent of Acceptability*				
			-2	-1	0	1	2
Historic sites	38	1.6	0.0	0.8	2.9	32.3	64.0
Museums	38	1.5	0.0	3.6	2.9	26.8	66.7
Cultural centers	38	1.5	2.4	0.0	7.3	24.5	65.9
Public restrooms	38	1.5	2.9	2.9	0.8	28.9	64.6
Visitor centers	38	1.4	3.6	2.9	0.8	31.0	61.7
Roadside signs	38	1.4	2.9	0.8	3.6	36.7	56.0
Hiking trails	37	1.4	5.9	0.8	3.8	28.1	61.4
Scenic turnouts	37	1.4	0.0	2.7	3.8	46.6	46.9
Visitor tours of mission churches	39	1.3	5.1	3.5	6.3	23.0	62.0
Roadside interpretive displays	37	1.3	0.0	2.9	7.5	43.7	45.9
Restaurants	37	1.3	1.6	3.8	6.8	37.8	50.0
Grocery stores	39	1.3	7.1	2.8	5.6	23.1	61.5
Beds and Breakfasts/Inns	39	1.2	0.8	6.1	9.2	34.4	49.5
Visitor tours of artisan studios	38	1.2	3.6	3.6	15.1	18.7	58.9
Festivals and fairs	38	1.2	4.4	0.8	2.9	52.6	39.3
Souvenir shops	38	1.2	5.2	6.5	2.9	32.6	52.8
Bike trails	37	1.2	8.8	3.8	3.8	28.1	55.5
Retail stores	38	1.1	2.4	8.7	4.5	38.8	45.6
Guided nature walks	37	1.1	6.7	2.9	9.6	28.9	51.8
Hotels/ Motels	39	1.0	7.9	5.3	9.9	28.6	48.3
Tent campgrounds	37	1.0	1.6	5.7	14.8	44.9	33.0
Fast food restaurants	36	.89	16.9	0.0	6.1	30.7	46.4
RV campgrounds	38	.87	8.2	8.4	8.7	37.0	37.8
Commercial outfitters and guides	35	.55	14.0	6.3	18.2	33.0	28.5
Resorts	36	.44	11.7	12.8	20.9	28.4	26.2
Condominiums	36	-.17	25.0	18.5	19.6	21.8	15.0
Bars/ Taverns	37	-.60	35.0	18.2	22.2	20.6	3.8

\*Acceptability: -2=Totally Unacceptable  
 -1=Somewhat Unacceptable  
 0=Neither  
 1=Somewhat Acceptable  
 2=Totally Acceptable

**Table 107. San Luis Residents' Perceptions about the Outcomes of Sharing the Hispanic Culture**

Question 12. Please indicate the extent to which you agree or disagree with the following statements. Sharing the Hispanic culture with visitors to the Byway would... (check the appropriate box for each statement)

Outcomes	n	mean	Extent to which agree*				
			-2	-1	0	1	2
Increase local pride in the Hispanic culture	39	1.4	1.5	0.0	10.6	28.6	59.2
Preserve the stories and folklore which have been passed down	39	1.4	3.5	0.0	7.1	27.9	61.5
Revive the arts and traditions of the area	39	1.4	1.5	0.0	4.3	43.0	51.0
Encourage Hispanics to actively participate in their culture	39	1.3	5.1	0.0	1.5	40.0	53.4
Help local residents learn more about the Hispanic culture	39	1.3	4.8	3.5	4.3	25.3	62.0
Encourage local economic growth from cultural tourism	38	1.3	4.4	0.0	3.6	44.8	47.1
Provide a stronger sense of self-identity within the Hispanic culture and community	38	1.3	1.6	0.8	13.8	36.5	47.4
Maintain a desired image of myself and my community	38	1.2	6.3	0.8	13.8	24.5	54.7
Increase the amount of Spanish being spoken by residents	38	.95	6.0	9.9	13.8	23.7	46.6
Assimilate the Hispanic culture into the mainstream American culture	38	.42	14.9	10.2	15.9	35.9	23.2
Commercialize the Hispanic culture	37	-.20	20.1	24.9	26.0	13.4	15.5
Dilute the Hispanic culture	38	-.78	28.1	39.3	19.5	8.6	4.4
Decrease the amount of Spanish being spoken among residents	38	-.84	49.4	22.2	3.6	13.0	11.7

Extent: -2=Strongly Disagree  
 -1=Disagree  
 0=Neither  
 1=Agree  
 2=Strongly Agree

**Table 108. San Luis Residents' Perceptions about the Activity Level of Managers**

Question 13. How active do you think public officials, private service providers, and public land managers along the Byway should be in sharing the Hispanic culture with visitors? (check one) (n=38)

Activity Level	Frequency	Valid Percent
Very active	16	44.0
Moderately active	6	17.0
Somewhat active	10	26.5
Not at all active	0	0.8
I don't know	4	11.7
No response	2	

**Table 109. San Luis Residents' Perceptions about Ways of Sharing the Hispanic Culture**

Question 14. What do you feel are appropriate ways to share the Hispanic culture with visitors to the Byway? (check all that apply)

Ways of Sharing Culture	Frequency	Percent *
Museums or cultural centers	32	81.5
Opening cultural sites such as churches and ruins to visitors	29	72.5
Books written by residents	27	68.6
Informally talking with visitors	26	64.3
Roadside signs and displays	25	62.3
Brochures or newsletters	23	58.8
Reenactments or living history programs	15	38.2
Audio cassettes for visitors to listen to in their car	13	32.7
Formal lectures	11	28.4
Books written by non-residents	6	15.5

\* Total percents are greater than one hundred due to multiple responses

## Sanford/La Jara Residents

### Demographics

**Table 110. Sanford/La Jara Residents' Place of Residency**

Question 1. How would you describe where you live? (check one) (n=54)

Residency	Frequency	Valid Percent
In the country	32	59.6
In town	22	40.4
No response	0	

**Table 111. Sanford/La Jara Residents' Length of Residency**

Question 2. How long have you lived in the place you indicated above?

Valid Cases	Missing Cases	Mean Years	Standard Deviation	Minimum Years	Maximum Years
52	2	24.1	19.1	1	74

**Table 112. Sanford/La Jara Residents' Position within the Community**

Question 3. Which of the following describe your role and position within your community? (check all that apply)

Position	Frequency	Percent *
Full-time Resident	24	45.5
Farmer or Rancher	20	37.0
Public Employee	15	27.6
Homemaker	12	22.6
Retired	11	21.3
Business Owner	9	16.9
Business Employee	7	12.8
Elected Official	3	5.7
Unemployed (long term)	1	1.4
Student	1	1.4
Military	0	0.0
Part-time Resident	0	0.0

\* Total percents are greater than one hundred due to multiple responses

**Table 113. Sanford/La Jara Residents' Occupations\***

Question 3b. What is your current or most recent occupation? (n=53)

Occupation	Frequency	Valid Percent
Farming, Fishing and Forestry	12	23.1
Postal Service Worker	5	8.6
Education, Training and Library	4	7.7
Installation, Repair and Maintenance	4	7.3
Construction and Extraction	4	7.2
Transportation and Material Moving	4	7.2
Community and Social Service	3	5.9
Business and Financial Operations	2	4.3
Healthcare Practitioners and Technical	2	4.3
Healthcare Support	2	4.3
Sales	2	4.3
Management	2	2.9
Self-Employed	2	2.9
Building, Grounds Cleaning, and Maintenance	2	2.8
Homemaker	2	2.8
Computer and Mathematical	1	1.4
Architecture and Engineering	1	1.4
Legal	1	1.4
No response	1	

\* Standard Occupational Classification, Federal Register v.63, #150. August 5, 1998

**Table 114. Sanford/La Jara Residents' Business Ownership**

Question 4. Do you own your own business anywhere along the Byway? (check one) (n=52)

Business Ownership	Frequency	Valid Percent
No	48	92.6
Yes	4	7.4
No response	2	

**Table 115. Sanford/La Jara Residents' Types of Business**

Question 4b. What type of business is it? (n=4)

Type of Business	Frequency	Valid Percent
Real Estate Office	2	34.1
Farm	2	33.0
Restaurant	1	16.5
Property Rental	1	16.5

**Table 116. Sanford/La Jara Residents' Ages**

Question 15. In what year were you born? (converted in age in years)

Valid Cases	Missing Cases	Mean Age	Standard Deviation	Minimum Age	Maximum Age
54	0	53.6	16.2	21	87

**Table 117. Sanford/La Jara Residents' Number of Residents Per Household**

Question 16. How many people currently reside in your household? (n=51)

Number of Residents	Frequency	Valid Percent
One	8	16.7
Two	20	39.2
Three	4	7.5
Four	6	12.6
Five	9	18.0
Six	1	1.5
Seven	2	4.4
No response	3	

**Table 118. Sanford/La Jara Residents' Property Types**

Question 17. Do you own or rent property in the San Luis Valley? (check one) (n= 53)

Property Types	Frequency	Valid Percent
Own	44	84.1
Rent	2	4.3
Both	6	11.5
No response	1	

**Table 119. Sanford/La Jara Residents' Residency**

Question 18. Do you have a permanent or a seasonal residence in the San Luis Valley? (check one) (n=54)

Residency	Frequency	Valid Percent
Permanent	54	100
Seasonal	0	0
No response	0	

**Table 120. Sanford/La Jara Residents' Education**

Question 19. What is the highest level of education you have completed? (check one) (n=54)

Education	Frequency	Valid Percent
Eighth grade or less	3	5.8
Some high school	2	4.3
High school graduate or GED	15	27.0
Some college	21	39.6
College graduate	6	10.4
Some graduate school	1	1.4
Graduate degree	6	11.5
No response	0	

**Table 121. Sanford/La Jara Residents' Gender**

Question 20. What is your gender? (check one) (n=54)

Gender	Frequency	Valid Percent
Male	37	68.4
Female	17	31.6
No response	0	

**Table 122. Sanford/La Jara Residents' Ethnicity**

Question 21. Which of the following best describes your ethnic background? (check one) (n=53)

Ethnicity	Frequency	Valid Percent
Hispanic	28	53.0
White	20	38.5
American Indian or Alaskan Native	2	4.3
Other	2	4.3
Asian or Pacific Islander	0	0.0
Black	0	0.0
No response	1	

## Living Along the Byway

**Table 123. Sanford/La Jara Residents' Perceived Benefits and Experiences-Importance**

Questions 5, 6. For each of the benefits and experiences listed below please indicate how important it is to you living along the Byway? (check the appropriate boxes for each item)

Benefits and Experiences	n	mean	Percent of Importance*						
			-3	-2	-1	0	1	2	3
A greater understanding of our dependency on the land	53	2.4	2.9	0.0	1.4	1.4	2.9	21.6	69.8
Experiencing peace and quiet	52	2.4	4.4	1.4	0.0	0.0	5.8	11.8	76.5
Enjoying the Valley's natural scenery	52	2.4	4.4	1.4	0.0	3.0	5.8	8.7	76.6
Stronger ties with my family	53	2.4	1.4	0.0	0.0	14.5	1.4	8.6	74.1
A stronger desire to care for the natural environment	53	2.3	0.0	0.0	0.0	5.8	15.8	15.9	62.6
A greater feeling of personal freedom	53	2.3	2.8	0.0	0.0	10.1	5.8	12.9	68.4
Feeling connected with nature	48	2.2	6.3	0.0	1.6	0.0	12.6	14.2	65.3
Feeling that my community is a special place to live	51	2.1	4.5	1.5	0.0	4.4	9.0	18.6	62.0
Improved physical health	51	2.1	1.5	0.0	3.0	13.4	7.5	13.2	61.3
Stronger ties with my friends	53	2.1	1.4	0.0	1.4	11.5	13.0	16.2	56.4
Maintenance of my traditional way of life	53	2.0	4.3	0.0	1.4	7.1	13.0	14.5	59.6
Greater pride in my community	51	2.0	1.5	0.0	0.0	10.3	20.8	15.3	52.1
Increased acceptance of others	52	2.0	2.9	0.0	3.0	10.3	5.8	27.9	50.2
Feeling good about the way we are caring for our cultural heritage	53	1.9	4.3	1.4	2.9	1.4	9.9	43.8	36.2
A better sense of my place in the history of the San Luis Valley	51	1.8	1.5	0.0	0.0	20.7	11.9	21.2	44.7
Being part of a community rich in culture and history	51	1.8	4.5	1.5	3.0	5.9	14.7	27.3	43.1
A greater appreciation for my place in the world	53	1.7	2.8	0.0	4.3	14.4	11.6	22.0	44.8
Living in a community that moves at a slow pace	51	1.8	7.6	0.0	1.5	10.5	7.5	26.0	46.9
Greater knowledge of my own culture	51	1.8	2.9	1.9	0.0	23.8	10.3	11.9	49.2
Living in a community where things don't change very much	51	1.6	3.1	4.5	4.5	7.4	12.1	33.6	34.8
Nurturing my spiritual values	50	1.6	15.3	1.5	0.0	3.1	10.8	9.1	60.1
A greater respect for my cultural heritage	53	1.6	7.6	1.4	0.0	15.7	10.1	21.7	43.5
A greater appreciation of the arts	52	1.6	5.8	0.0	1.4	18.9	17.4	10.3	46.1
Improved mental health	51	1.5	9.1	0.0	5.9	12.0	9.1	16.6	47.3
A stronger sense of ethnic identity	51	1.4	6.3	2.9	1.5	22.2	10.3	18.0	38.8
A stronger sense of who I am as a person	53	1.3	7.2	1.4	8.7	15.7	11.5	14.5	41.0
Finding satisfaction in telling visitors what makes my community special	51	1.3	5.9	0.0	7.6	10.6	25.6	21.5	28.8
Seeing visitors get excited about our cultural heritage	51	1.3	4.4	3.0	9.2	13.4	16.6	20.1	33.3
Talking with visitors to the area	52	.87	10.3	2.9	13.3	10.6	17.5	16.1	29.2
Sharing my cultural heritage with visitors	51	.57	15.5	3.0	6.1	16.5	22.6	15.1	21.1

\* Importance: -3= Very Unimportant  
 -2=Moderately Unimportant  
 -1=Somewhat Unimportant  
 0=Neither  
 1=Somewhat Important  
 2=Moderately Important  
 3= Very Important

**Table 124. Sanford/La Jara Residents' Perceived Benefits and Experiences-Attainability**

Questions 5, 6. For each of the benefits and experiences listed below please indicate the extent to which you are able to attain it by living along the Byway? (check the appropriate boxes for each item)

Benefits and Experiences	n	mean	Percent Able to Attain*				
			-2	-1	0	1	2
Enjoying the Valley's natural scenery	48	1.3	4.8	3.3	6.3	24.1	61.5
Feeling connected with nature	45	1.3	1.7	7.0	6.7	29.1	55.5
Feeling that my community is a special place to live	48	1.2	4.7	0.0	9.4	41.6	44.3
Nurturing my spiritual values	47	1.1	4.8	3.3	14.5	26.2	51.1
Experiencing peace and quiet	47	1.1	3.2	3.2	6.5	50.7	36.4
Living in a community that moves at a slow pace	48	1.1	1.6	0.0	17.6	47.1	33.8
Being part of a community rich in culture and history	44	1.0	5.2	1.7	11.9	46.8	34.3
A greater understanding of our dependency on the land	46	.95	6.6	3.3	20.0	28.2	42.0
A stronger desire to care for the natural environment	46	.94	5.0	0.0	21.5	43.0	30.4
Living in a community where things don't change very much	49	.92	3.1	1.5	21.7	47.2	26.5
Stronger ties with my family	47	.89	4.9	3.2	29.3	22.8	39.8
A greater feeling of personal freedom	47	.84	4.9	3.2	32.6	21.1	38.2
Improved physical health	47	.83	3.2	1.6	37.5	24.5	33.2
Greater pride in my community	47	.77	1.6	6.6	26.1	44.4	21.3
A greater appreciation for my place in the world	45	.77	1.7	1.7	35.4	41.0	20.3
Increased acceptance of others	45	.75	6.7	5.1	23.5	35.5	29.2
Seeing visitors get excited about our cultural heritage	48	.75	4.7	9.7	22.3	32.6	30.6
Greater knowledge of my own culture	47	.72	3.2	0.0	41.2	32.6	23.0
Feeling good about the way we are caring for our cultural heritage	48	.71	4.8	9.8	19.2	42.0	24.2
Stronger ties with my friends	45	.71	1.7	5.1	38.7	29.2	25.4
A better sense of my place in the history of the San Luis Valley	48	.68	4.8	6.3	28.4	36.9	23.7
Maintenance of my traditional way of life	46	.67	8.3	5.0	26.4	31.5	28.8
Improved mental health	46	.66	6.6	1.6	36.4	29.9	25.4
Finding satisfaction in telling visitors what makes my community special	47	.65	3.2	13.3	22.6	36.5	24.5
A greater appreciation of the arts	47	.58	6.5	1.6	35.8	39.1	16.9
A stronger sense of ethnic identity	45	.52	9.1	5.2	30.8	34.4	20.6
A greater respect for my cultural heritage	47	.50	13.6	0.0	27.5	41.0	18.0
A stronger sense of who I am as a person	47	.48	8.1	3.3	37.3	34.4	16.8
Talking with visitors to the area	47	.47	4.9	14.9	23.2	42.4	14.7
Sharing my cultural heritage with visitors	47	.41	8.7	8.2	32.4	34.3	16.4

\*Able to Attain: -2=Totally Unable  
 -1=Somewhat Unable  
 0=Neither  
 1=Somewhat Able  
 2=Totally Able

**Table 125. Sanford/La Jara Residents' Perceptions about the Importance of Managing the Byway**

Question 7. In your opinion, how important is it to manage the Byway so that it provides each of the benefits listed below? (check the appropriate level of importance for each benefit)

Benefits	n	mean	Percent of Importance*				
			1	2	3	4	5
Maintaining a small town atmosphere	54	4.3	0.0	5.7	11.3	28.5	54.5
More job opportunities for residents	54	4.3	2.8	1.4	11.4	31.2	53.2
Reduced looting and vandalism of cultural, historic and religious sites	54	4.3	4.2	4.3	8.4	24.2	58.9
Maintaining a rural lifestyle	54	4.3	1.4	4.2	7.1	40.0	47.3
Increased quality of life for residents	53	4.3	1.4	1.4	14.4	34.5	48.3
A stronger desire to take care of the Byway's natural resources	54	4.2	2.8	4.3	12.8	29.7	50.4
Better community and public safety services (schools, fire prevention)	54	4.2	2.8	2.8	12.8	34.3	47.3
A greater commitment to care for the Byway's cultural and historic resources	54	4.1	5.6	4.3	12.7	26.9	50.5
An improved relationship with the natural world	54	4.1	4.2	7.2	12.7	24.0	51.9
Increased work productivity of residents	51	4.1	5.9	3.0	8.9	40.9	41.2
Increased community pride	54	4.0	4.2	4.2	9.9	45.7	36.1
Improving our community's physical infrastructure (sidewalks, etc.)	54	4.0	1.4	4.2	23.2	32.6	38.6
Preservation of our cultural heritage	54	3.9	7.0	5.6	14.5	31.3	41.6
Greater family stability	54	3.9	14.1	2.9	12.8	21.4	48.8
Improved understanding and tolerance of others	54	3.8	7.0	2.9	24.2	31.2	34.7
Greater community involvement in tourism issues	54	3.8	2.8	7.1	28.3	27.4	34.4
Reduced threat to/from at-risk youth	54	3.8	11.3	4.3	9.9	38.6	36.0
Local economic growth from tourism	54	3.8	4.3	4.2	26.9	34.6	30.0
A stronger sense of cultural awareness among my community's young people	54	3.8	5.6	5.7	18.7	41.4	28.6
Retention of a distinct cultural atmosphere	52	3.8	8.6	2.9	23.8	29.2	35.5
Maintaining a distinctive main street architecture	54	3.7	4.3	8.5	24.5	35.6	27.1

\*Importance: 1=Not at all important  
 2=Slightly important  
 3=Moderately important  
 4=Very important  
 5=Extremely important

## Managing the Byway

**Table 126. Sanford/La Jara Residents' Perceptions about Management Actions**

Question 9. For each of the following items, please indicate what you believe would best help you and your community realize the important benefits you indicated above. (check one box for each item)

Percent of Management Actions\*

Management Actions	n	mean	1	2	3	4	5
Maintenance and upkeep of our public places	51	4.2	0.0	0.0	11.9	52.5	35.6
Recreation facilities and services in my community	53	4.1	2.8	0.0	15.8	42.2	39.2
Cultural events	53	4.1	4.3	0.0	10.0	55.4	30.3
Preservation of traditional architecture	51	4.0	1.5	0.0	22.5	43.8	32.2
Protection of the natural environment	50	4.0	0.0	3.0	29.0	30.7	37.3
Maintaining a small town atmosphere	53	4.0	2.9	0.0	24.4	39.1	33.6
Shopping opportunities	51	4.0	2.9	0.0	23.9	43.4	29.8
Marketing of Byway to visitors	53	3.9	5.8	2.9	21.6	34.9	34.8
Guest services	53	3.8	4.3	0.0	23.0	50.9	21.7
Amount of new development in my community	52	3.8	4.3	0.0	23.3	54.7	17.6
Numbers of visitors to my community	52	3.7	4.4	0.0	31.1	46.9	17.6
Advertising our community to potential visitors	51	3.7	8.9	0.0	27.0	37.2	26.9
Interpretive programs	51	3.7	5.9	1.5	31.9	39.3	21.3
Visitors staying longer in my community	52	3.5	5.8	5.9	32.3	38.2	17.7
Restrictions on the behavior of visitors while they are here as guests	51	3.4	3.1	1.5	58.9	26.1	10.5
The quiet and isolation of my community	52	3.3	0.0	7.4	58.4	25.5	8.7
Volume of traffic	51	3.0	11.8	11.9	46.6	19.3	10.4

\*Management Actions: 1=A lot less  
 2=A little less  
 3=Leave as is  
 4=A little more  
 5=A lot more

**Table 127. Sanford/La Jara Residents' Perceptions about Services and Facilities**

Question 11. Please indicate how acceptable you feel each of the following types of services would be in your community. (check one box for each item)

Services and Facilities	n	mean	Percent of Acceptability*				
			-2	-1	0	1	2
Museums	53	1.3	4.3	0.0	11.6	30.2	53.8
Hiking trails	52	1.2	5.8	1.4	13.0	24.9	54.7
Visitor tours of mission churches	52	1.2	4.4	1.4	10.2	36.6	47.4
Festivals and fairs	52	1.2	4.4	1.4	8.8	41.3	44.0
Scenic turnouts	52	1.2	4.4	0.0	22.1	20.4	53.1
Visitor tours of artisan studios	52	1.2	4.4	1.4	14.6	30.8	48.8
Historic sites	52	1.2	2.9	3.0	10.4	30.7	53.1
Public restrooms	52	1.2	4.4	2.9	14.8	26.7	51.2
Cultural centers	52	1.1	4.4	4.3	14.8	24.8	51.7
Roadside signs	52	1.1	4.4	2.9	16.2	34.0	42.5
Restaurants	53	1.0	5.8	0.0	10.1	51.0	33.1
Visitor centers	52	1.0	4.4	4.4	16.2	33.7	41.3
Bike trails	53	1.0	7.2	2.8	18.7	23.1	48.2
Grocery stores	52	.98	1.4	4.4	20.7	41.3	32.1
Roadside interpretive displays	52	.94	4.4	1.4	27.9	27.7	38.5
Bed and breakfasts/ Inns	53	.94	5.8	1.4	11.5	55.6	25.7
Retail stores	52	.93	7.2	0.0	14.7	48.9	29.2
Souvenir shops	52	.92	5.8	0.0	23.6	36.9	33.7
RV campgrounds	53	.90	5.8	4.3	13.0	48.2	28.6
Guided nature walks	52	.88	4.4	5.8	23.5	29.7	36.5
Hotels/ Motels	52	.77	5.8	3.0	16.2	57.7	17.3
Tent campgrounds	52	.70	7.3	4.4	25.0	38.5	24.7
Commercial outfitters and guides	52	.58	5.8	10.4	24.9	37.1	21.8
Resorts	53	.45	11.5	7.2	17.4	52.6	11.3
Fast food restaurants	52	.45	7.3	14.8	24.1	33.5	20.4
Condominiums	53	-.35	30.4	14.8	20.2	28.8	5.7
Bars/ Taverns	51	-.40	28.5	14.0	33.4	16.6	7.5

\*Acceptability: -2=Totally Unacceptable  
 -1=Somewhat Unacceptable  
 0=Neither  
 1=Somewhat Acceptable  
 2=Totally Acceptable

**Table 128. Sanford/La Jara Residents' Perceptions about the Outcomes of Sharing the Hispanic Culture**

Question 12. Please indicate the extent to which you agree or disagree with the following statements. Sharing the Hispanic culture with visitors to the Byway would... (check the appropriate box for each statement)

Outcomes	n	mean	Extent to which agree*				
			2	-1	0	1	2
Preserve the stories and folklore which have been passed down	53	1.1	1.4	7.2	9.1	43.1	39.2
Help local residents learn more about the Hispanic culture	53	.94	1.4	4.3	19.0	49.1	26.2
Revive the arts and traditions of the area	53	.90	2.8	5.8	9.0	63.5	18.9
Encourage Hispanics to actively participate in their culture	53	.90	5.8	2.8	11.9	54.8	24.7
Maintain my desired image of myself and my community	52	.80	4.3	4.4	25.1	39.5	26.7
Encourage local economic growth from cultural tourism	53	.78	2.8	11.5	12.9	49.4	23.3
Provide a stronger sense of self-identity within the Hispanic culture and community	52	.75	4.3	7.3	19.3	46.9	22.2
Increase local pride in the Hispanic culture	53	.62	7.2	11.5	16.1	42.0	23.3
Assimilate the Hispanic culture into the mainstream American culture	53	.60	2.8	13.0	23.3	43.4	17.5
Increase the amount of Spanish being spoken among residents	52	.36	8.6	16.0	31.0	19.3	25.1
Commercialize the Hispanic culture	51	-.04	8.9	31.7	25.1	23.9	10.4
Dilute the Hispanic culture	51	-.43	19.4	33.2	26.7	13.3	7.5
Decrease the amount of Spanish being spoken among residents	52	-.45	20.5	32.3	25.1	16.2	5.8

\*Extent: -2=Strongly Disagree  
 -1=Disagree  
 0=Neither  
 1=Agree  
 2=Strongly Agree

**Table 129. Sanford/La Jara Residents' Perceptions about the Activity Level of Managers**

Question 13. How active do you think public officials, private service providers, and public land managers along the Byway should be in sharing the Hispanic culture with visitors? (check one) (n=52)

Activity Level	Frequency	Valid Percent
Very active	15	28.4
Moderately active	6	11.9
Somewhat active	16	31.2
Not at all active	6	11.8
I don't know	9	16.7
No response	2	

**Table 130. Sanford/La Jara Residents' Perceptions about Ways of Sharing the Hispanic Culture**

Question 14. What do you feel are appropriate ways to share the Hispanic culture with visitors to the Byway? (check all that apply)

Ways of Sharing Culture	Frequency	Percent *
Museums or cultural centers	39	73.1
Opening cultural sites such as churches and ruins to visitors	39	73.1
Books written by residents	34	63.2
Roadside signs and displays	33	61.7
Informally talking with visitors	29	54.3
Brochures or newsletters	24	44.5
Reenactments or living history programs	22	41.2
Audio cassettes for visitors to listen to in their car	20	37.1
Formal lectures	12	21.5
Books written by non-residents	8	14.3

\* Total percents are greater than one hundred due to multiple responses

## Romeo/Manassa Residents

### Demographics

**Table 131. Romeo/Manassa Residents' Place of Residency**

Question 1. How would you describe where you live? (check one) (n=29)

Residency	Frequency	Valid Percent
In the country	12	41.6
In town	17	58.4
No response	0	

**Table 132. Romeo/Manassa Residents' Length of Residency**

Question 2. How long have you lived in the place you indicated above?

Valid Cases	Missing Cases	Mean Years	Standard Deviation	Minimum Years	Maximum Years
28	1	31.7	20.0	1	66

**Table 133. Romeo/Manassa Residents' Position within the Community**

Question 3. Which of the following describe your role and position within your community? (check all that apply)

Position	Frequency	Percent *
Full-time Resident	17	57.7
Farmer or Rancher	10	33.7
Homemaker	6	20.9
Business Owner	6	19.7
Public Employee	5	18.3
Retired	5	17.2
Business Employee	3	10.4
Elected Official	2	6.8
Student	2	6.8
Part-time Resident	2	6.3
Unemployed (long term)	1	3.7
Military	0	0.0

\* Total percents are greater than one hundred due to multiple responses

**Table 134. Romeo/Manassa Residents' Occupations\***

Question 3b. What is your current or most recent occupation? (n=26)

Occupation	Frequency	Valid Percent
Farming, Fishing and Forestry	6	22.1
Construction and Extraction	3	11.7
Community and Social Service	2	8.2
Education, Training and Library	2	8.2
Food Preparation and Serving	2	8.2
Healthcare Support	2	7.6
Sales	2	7.6
Healthcare Practitioners and Technical	2	7.4
Management	1	4.1
Business and Financial Operations	1	4.1
Self-Employed	1	4.1
Office and Administrative Support	1	3.5
Transportation and Material Moving	1	3.5
No response	3	

\* Standard Occupational Classification, Federal Register v.63, #150. August 5, 1998

**Table 135. Romeo/Manassa Residents' Business Ownership**

Question 4. Do you own your own business anywhere along the Byway? (check one) (n=28)

Business Ownership	Frequency	Valid Percent
No	24	86.1
Yes	4	13.9
No response	1	

**Table 136. Romeo/Manassa Residents' Types of Business**

Question 4b. What type of business is it? (n=4)

Type of Business	Frequency	Valid Percent
Accounting Firm	1	27.3
Medical Clinic	1	26.0
Liquor Store	1	23.4
Farm	1	23.4

**Table 137. Romeo/Manassa Residents' Ages**

Question 15. In what year were you born? (converted to age in years)

Valid Cases	Missing Cases	Mean Age	Standard Deviation	Minimum Age	Maximum Age
28	1	52.5	16.5	18	84

**Table 138. Romeo/Manassa Residents' Number of Residents Per Household**

Question 16. How many people currently reside in your household? (n=29)

Number of Residents	Frequency	Valid Percent
One	3	9.9
Two	11	38.6
Three	5	18.3
Four	2	6.8
Five	3	9.9
Six	2	6.3
Seven	3	10.3
No response	0	

**Table 139. Romeo/Manassa Residents' Property Types**

Question 17. Do you own or rent property in the San Luis Valley? (check one) (n= 29)

Property Types	Frequency	Valid Percent
Own	26	90.1
Rent	2	6.3
Both	1	3.7
No response	0	

**Table 140. Romeo/Manassa Residents' Residency**

Question 18. Do you have a permanent or a seasonal residence in the San Luis Valley? (check one) (n=29)

Residency	Frequency	Valid Percent
Permanent	28	96.9
Seasonal	1	3.1
No response	0	

**Table 141. Romeo/Manassa Residents' Education**

Question 19. What is the highest level of education you have completed? (check one) (n=29)

Education	Frequency	Valid Percent
Eighth grade or less	2	7.3
Some high school	3	10.4
High school graduate or GED	10	33.9
Some college	4	13.6
College graduate	4	13.6
Some graduate school	4	14.1
Graduate degree	2	7.1
No response	0	

**Table 142. Romeo/Manassa Residents' Gender**

Question 20. What is your gender? (check one) (n=29)

Gender	Frequency	Valid Percent
Male	14	48.9
Female	15	51.1
No response	0	

**Table 143. Romeo/Manassa Residents' Ethnicity**

Question 21. Which of the following best describes your ethnic background? (check one) (n=28)

Ethnicity	Frequency	Valid Percent
Hispanic	18	62.3
White	9	32.4
Other	1	3.2
American Indian or Alaskan Native	0	0.0
Asian or Pacific Islander	0	0.0
Black	0	0.0
No response	1	

## Living Along the Byway

**Table 144. Romeo/Manassa Residents' Perceived Benefits and Experiences-Importance**

Questions 5, 6. For each of the benefits and experiences listed below please indicate how important it is to you living along the Byway? (check the appropriate boxes for each item)

Benefits and Experiences	n	mean	Percent of Importance*						
			-3	-2	-1	0	1	2	3
Maintenance of my traditional way of life	27	2.1	3.7	3.9	0.0	3.3	11.1	18.9	59.0
A greater respect for my cultural heritage	27	2.0	3.7	3.9	0.0	10.6	7.2	7.8	66.8
A greater understanding of our dependency on the land	27	2.0	3.7	3.9	0.0	6.7	7.8	18.9	59.0
A better sense of my place in the history of the San Luis Valley	27	2.0	3.7	3.9	0.0	6.7	3.9	30.1	51.8
Enjoying the Valley's natural scenery	27	1.9	11.5	0.0	0.0	0.0	13.9	7.2	67.3
Stronger ties with my family	27	1.9	7.6	0.0	0.0	10.6	3.9	18.9	59.0
Stronger ties with my friends	27	1.9	7.9	0.0	3.5	7.5	4.1	31.3	45.8
Improved mental health	26	1.9	3.9	4.1	0.0	11.0	3.5	23.7	53.9
Greater knowledge of my own culture	27	1.9	3.7	3.9	0.0	10.6	3.9	26.2	51.8
A stronger desire to care for the natural environment	27	1.9	7.6	0.0	3.3	7.2	3.9	22.3	55.7
A greater feeling of personal freedom	28	1.8	7.4	3.2	0.0	6.5	3.8	25.9	53.3
A greater appreciation for my place in the world	27	1.8	7.6	0.0	3.3	7.2	0.0	34.0	47.9
A stronger sense of ethnic identity	26	1.8	3.9	4.1	0.0	15.1	0.0	26.6	50.4
Improved physical health	28	1.8	7.4	3.2	0.0	10.2	3.8	17.8	57.6
Greater pride in my community	27	1.7	7.6	0.0	0.0	10.6	11.1	26.2	44.5
Experiencing peace and quiet	26	1.7	16.1	3.5	0.0	0.0	0.0	12.2	68.2
Being part of a community rich in culture and history	26	1.6	12.0	0.0	4.1	6.9	8.1	6.9	62.0
A stronger sense of who I am as a person	27	1.6	7.6	7.2	0.0	3.3	14.5	11.7	55.7
Feeling that my community is a special place to live	26	1.6	15.4	0.0	0.0	3.5	8.1	15.6	57.3
Feeling connected with nature	27	1.6	15.4	0.0	0.0	0.0	15.0	14.5	55.1
Increased acceptance of others	26	1.5	7.9	3.5	0.0	6.9	16.1	23.6	42.0
Feeling good about the way we are caring for our cultural heritage	25	1.5	16.7	0.0	0.0	10.9	4.2	7.8	60.4
Nurturing my spiritual values	27	1.3	15.4	0.0	0.0	17.8	0.0	22.8	44.0
Sharing my cultural heritage with visitors	26	1.2	15.4	4.1	0.0	11.0	7.5	12.2	49.8
Seeing visitors get excited about our cultural heritage	26	1.1	14.9	4.1	6.9	4.1	4.1	27.8	38.2
Talking with visitors to the area	26	1.1	7.3	8.1	7.5	7.5	11.6	27.8	30.1
A greater appreciation of the arts	27	1.0	7.6	3.9	3.9	7.2	13.9	22.8	40.6
Finding satisfaction in telling visitors what makes my community special	26	1.0	15.4	4.1	0.0	11.6	15.6	19.7	33.6
Living in a community that moves at a slow pace	28	.87	18.7	3.2	3.2	10.2	18.3	29.1	17.2
Living in a community where things don't change very much	26	.87	12.0	4.1	4.1	14.0	23.3	15.7	26.8

\* Importance: -3= Very Unimportant  
 -2=Moderately Unimportant  
 -1=Somewhat Unimportant  
 0=Neither  
 1=Somewhat Important  
 2=Moderately Important  
 3= Very Important

**Table 145. Romeo/Manassa Residents' Perceived Benefits and Experiences-Attainability**

Questions 5, 6. For each of the benefits and experiences listed below please indicate the extent to which you are able to attain it by living along the Byway? (check the appropriate boxes for each item)

Percent Able to Attain\*

Benefits and Experiences	n	mean	-2	-1	0	1	2
Feeling connected with nature	21	1.2	4.8	4.4	14.5	13.8	62.5
Stronger ties with my family	21	1.2	4.8	0.0	18.2	19.6	57.4
Feeling that my community is a special place to live	21	1.2	4.8	8.7	4.4	24.7	57.4
A greater feeling of personal freedom	21	1.2	4.8	4.4	13.8	19.6	57.4
Being part of a community rich in culture and history	21	1.2	4.8	0.0	13.1	34.1	47.9
Nurturing my spiritual values	21	1.2	9.2	0.0	8.7	24.7	57.4
Seeing visitors get excited about our cultural heritage	21	1.2	9.2	4.4	0.0	28.3	58.1
Enjoying the Valley's natural scenery	24	1.2	8.6	3.8	7.6	21.4	58.6
A better sense of my place in the history of the San Luis Valley	22	1.2	8.8	0.0	8.3	32.5	50.5
Greater pride in my community	22	1.1	4.6	0.0	22.1	23.5	49.8
Stronger ties with my friends	21	1.1	4.8	0.0	18.2	29.8	47.2
Improved physical health	22	1.1	4.6	0.0	22.1	23.5	49.8
Experiencing peace and quiet	21	1.1	4.8	17.4	0.0	15.3	62.5
A greater understanding of our dependency on the land	22	1.1	8.8	0.0	13.1	28.3	49.8
Feeling good about the way we are caring for our cultural heritage	22	1.1	8.8	0.0	13.1	27.6	50.5
Living in a community where things don't change very much	21	1.1	4.8	4.4	13.8	29.1	47.9
A stronger sense of ethnic identity	21	1.1	4.8	0.0	23.2	24.0	47.9
A greater respect for my cultural heritage	22	1.1	4.6	4.1	13.1	32.5	45.6
Greater knowledge of my own culture	22	1.1	4.6	0.0	22.1	27.6	45.6
A stronger desire to care for the natural environment	22	1.0	4.6	4.1	18.0	27.6	45.6
Maintenance of my traditional way of life	22	1.0	8.8	0.0	9.0	42.2	40.1
A greater appreciation for my place in the world	22	1.0	4.6	4.1	13.1	37.3	40.8
Increased acceptance of others	20	1.0	9.6	0.0	14.4	31.1	44.8
Improved mental health	22	1.0	4.6	8.3	13.8	28.3	44.9
A stronger sense of who I am as a person	22	.97	4.6	8.3	18.0	23.5	45.6
Talking with visitors to the area	21	.96	4.8	8.7	9.4	39.2	37.8
A greater appreciation of the arts	22	.94	4.6	8.3	17.3	28.3	41.5
Finding satisfaction in telling visitors what makes my community special	21	.92	9.2	4.4	9.4	39.2	37.8
Sharing my cultural heritage with visitors	21	.87	9.2	4.4	9.4	44.3	32.7
Living in a community that moves at a slow pace	21	.68	14.3	13.8	4.4	24.7	42.9

\*Able to Attain: -2=Totally Unable  
 -1=Somewhat Unable  
 0=Neither  
 1=Somewhat Able  
 2=Totally Able

**Table 146. Romeo/Manassa Residents' Perceptions about the Importance of Managing the Byway**

Question 7. In your opinion, how important is it to manage the Byway so that it provides each of the benefits listed below? (check the appropriate level of importance for each benefit)

Benefits	n	mean	Percent of Importance*				
			1	2	3	4	5
Increased quality of life for residents	27	4.3	7.1	0.0	7.8	22.3	62.9
Better community and public safety services (schools, fire prevention)	28	4.3	6.8	0.0	11.3	21.5	60.3
More job opportunities for residents	27	4.2	7.1	3.9	3.9	26.2	59.0
Reduced looting and vandalism of cultural, historic and religious sites	27	4.2	7.1	0.0	7.8	30.2	54.9
Reduced threat to/from at-risk youth	26	4.2	7.3	0.0	16.2	19.1	57.3
Improved understanding and tolerance of others	26	4.2	7.3	0.0	8.1	35.9	48.6
A stronger desire to take care of the Byway's natural resources	27	4.2	7.1	0.0	18.9	15.6	58.4
An improved relationship with the natural world	27	4.2	7.1	0.0	18.9	15.6	58.4
A greater commitment to care for the Byway's cultural and historic resources	26	4.1	7.3	0.0	15.6	23.7	53.3
Greater family stability	28	4.1	6.8	3.8	14.5	21.5	53.3
Maintaining a small town atmosphere	27	4.1	7.1	0.0	11.2	37.5	44.2
Maintaining a distinctive main street architecture	26	4.0	10.8	0.0	12.2	27.8	49.2
Increased work productivity of residents	27	4.0	7.1	3.9	15.6	26.7	46.8
Maintaining a rural lifestyle	28	4.0	6.8	0.0	21.5	29.6	42.0
Preservation of our cultural heritage	26	3.9	11.4	3.5	19.1	12.2	53.9
Improving our community's physical infrastructure (sidewalks, etc.)	27	3.9	10.4	0.0	18.9	27.3	43.4
Retention of a distinct cultural atmosphere	27	3.8	13.7	0.0	22.8	15.6	47.9
Increased community pride	27	3.8	10.9	3.9	18.4	27.3	39.5
Greater community involvement in tourism issues	27	3.8	10.9	0.0	21.7	34.5	32.8
Local economic growth from tourism	27	3.7	11.0	6.7	15.1	34.1	33.0
A stronger sense of cultural awareness among my community's young people	27	3.6	14.3	3.9	18.9	29.5	33.4

\*Importance: 1=Not at all important  
 2=Slightly important  
 3=Moderately important  
 4=Very important  
 5=Extremely important

## Managing the Byway

**Table 147. Romeo/Manassa Residents' Perceptions about Management Actions**

Question 9. For each of the following items, please indicate what you believe would best help you and your community realize the important benefits you indicated above. (check one box for each item)

Management Actions	n	mean	Percent of Management Actions*				
			1	2	3	4	5
Maintenance and upkeep of our public places	26	4.3	3.9	0.0	11.6	31.3	53.3
Preservation of traditional architecture	27	4.2	3.7	0.0	18.9	26.2	51.2
Shopping opportunities	28	4.2	3.6	3.2	14.5	25.9	52.8
Guest services	26	4.1	3.9	4.1	7.5	43.4	41.1
Recreation facilities and services in my community	27	4.1	3.7	3.3	14.5	34.5	44.0
Protection of the natural environment	27	4.0	7.1	0.0	22.8	26.2	44.0
Marketing of Byway to visitors	26	4.0	3.9	4.1	15.1	42.3	34.7
Amount of new development in my community	27	4.0	7.1	3.9	10.6	39.0	39.5
Maintaining a small town atmosphere	26	4.0	0.0	4.1	23.2	42.3	30.5
Cultural events	25	4.0	4.0	0.0	24.1	36.8	35.0
Advertising our community to potential visitors	25	3.8	8.2	8.5	15.7	27.8	39.8
Numbers of visitors to my community	26	3.8	7.3	0.0	30.5	31.7	30.5
Visitors staying longer in my community	25	3.7	4.0	7.8	24.6	44.4	19.2
Interpretive programs	25	3.6	4.0	4.2	31.2	44.4	16.2
Restrictions on the behavior of visitors while they are here as guests	26	3.6	7.5	0.0	42.3	23.7	26.4
The quiet and isolation of my community	26	3.5	4.1	8.1	43.4	18.0	26.4
Volume of traffic	28	3.2	10.6	7.0	47.9	18.3	16.2

\*Management Actions: 1=A lot less  
 2=A little less  
 3=Leave as is  
 4=A little more  
 5=A lot more

**Table 148. Romeo/Manassa Residents' Perceptions about Services and Facilities**

Question 11. Please indicate how acceptable you feel each of the following types of services would be in your community. (check one box for each item)

Services and Facilities	n	mean	Percent of Acceptability*				
			-2	-1	0	1	2
Museums	24	1.4	8.6	0.0	0.0	25.1	66.4
Grocery stores	28	1.4	3.6	0.0	14.5	17.8	64.1
Public restrooms	25	1.3	4.0	4.2	8.4	22.8	60.6
Visitor centers	26	1.3	7.9	0.0	4.1	30.7	57.3
Historic sites	27	1.3	7.6	3.9	0.0	29.5	59.0
Cultural centers	25	1.2	8.2	0.0	0.0	40.6	51.3
Roadside signs	27	1.2	3.7	3.3	11.7	25.6	55.7
Festivals and fairs	27	1.2	7.6	0.0	3.9	36.7	51.8
Restaurants	27	1.2	3.7	7.8	0.0	37.8	51.2
Visitor tours of mission churches	26	1.2	7.9	0.0	0.0	44.9	47.2
Retail stores	27	1.2	7.6	3.9	0.0	36.9	51.5
Visitor tours of artisan studios	25	1.1	8.2	0.0	4.2	46.8	40.8
Hiking trails	25	1.1	12.5	0.0	7.2	24.7	55.5
Guided nature walks	25	1.1	8.2	0.0	12.0	31.8	48.0
Bed and breakfasts/ Inns	25	1.1	8.2	4.2	3.6	35.6	48.3
Souvenir shops	26	1.1	12.0	3.5	11.6	11.0	62.0
Scenic turnouts	24	.95	12.9	0.0	12.5	28.2	46.3
Fast food restaurants	26	.94	7.9	3.5	23.7	15.6	49.2
Hotels/ Motels	27	.92	7.6	7.8	6.7	40.3	37.5
Roadside interpretive displays	26	.87	12.0	0.0	15.6	33.6	38.8
Bike trails	25	.77	20.9	0.0	7.2	24.7	47.1
RV campgrounds	26	.58	15.4	7.5	7.5	41.7	27.8
Tent campgrounds	23	.35	26.0	4.6	3.9	38.6	26.9
Commercial outfitters and guides	26	.25	20.1	3.5	23.2	37.6	15.6
Resorts	26	.20	23.7	11.1	8.2	35.0	22.1
Condominiums	23	-.31	39.1	8.5	18.3	13.1	21.0
Bars/ Taverns	26	-.77	46.7	14.5	19.7	8.1	11.0

\*Acceptability: -2=Totally Unacceptable  
 -1=Somewhat Unacceptable  
 0=Neither  
 1=Somewhat Acceptable  
 2=Totally Acceptable

**Table 149. Romeo/Manassa Residents' Perceptions about the Outcomes of Sharing the Hispanic Culture**

Question 12. Please indicate the extent to which you agree or disagree with the following statements. Sharing the Hispanic culture with visitors to the Byway would... (check the appropriate box for each statement)

Outcomes	n	mean	Extent to which agree*				
			-2	-1	0	1	2
Encourage Hispanics to actively participate in their culture	27	1.3	7.1	0.0	7.8	29.5	55.7
Preserve the stories and folklore which have been passed down	27	1.2	3.7	3.9	3.3	46.8	42.3
Encourage local economic growth from cultural tourism	27	1.2	3.7	0.0	11.1	44.5	40.6
Maintain my desired image of myself and my community	27	1.1	3.7	3.9	7.2	45.1	40.1
Help local residents learn more about the Hispanic culture	27	1.2	3.7	3.9	10.6	43.4	38.4
Increase local pride in the Hispanic culture	26	1.0	3.8	10.9	7.5	31.1	46.6
Provide a stronger sense of self-identity within the Hispanic culture and community	26	1.0	7.3	4.0	10.9	31.1	46.6
Revive the arts and traditions of the area	26	1.0	7.3	4.0	10.9	34.5	43.2
Increase the amount of Spanish being spoken among residents	27	.82	7.1	0.0	31.7	26.7	34.5
Assimilate the Hispanic culture into the mainstream American culture	27	.37	11.5	11.1	28.4	26.7	22.3
Commercialize the Hispanic culture	27	.13	14.8	7.8	42.9	18.9	15.6
Decrease the amount of Spanish being spoken among residents	26	-.75	43.2	19.1	18.5	7.5	11.6
Dilute the Hispanic culture	25	-.95	41.2	28.2	18.6	8.4	3.6

\*Extent: -2=Strongly Disagree  
 -1=Disagree  
 0=Neither  
 1=Agree  
 2=Strongly Agree

**Table 150. Romeo/Manassa Residents' Perceptions about the Activity Level of Managers**

Question 13. How active do you think public officials, private service providers, and public land managers along the Byway should be in sharing the Hispanic culture with visitors? (check one) (n=28)

Activity Level	Frequency	Valid Percent
Very active	7	25.9
Moderately active	5	17.8
Somewhat active	6	20.5
Not at all active	6	21.4
I don't know	4	14.5
No response	1	

**Table 151. Romeo/Manassa Residents' Perceptions about Ways of Sharing the Hispanic Culture**

Question 14. What do you feel are appropriate ways to share the Hispanic culture with visitors to the Byway? (check all that apply)

Ways of Sharing Culture	Frequency	Percent *
Opening cultural sites such as churches and ruins to visitors	21	72.5
Museums or cultural centers	18	62.6
Books written by residents	18	61.0
Brochures or newsletters	15	52.2
Roadside signs and displays	13	45.9
Informally talking with visitors	13	44.9
Reenactments or living history programs	8	27.7
Audio cassettes for visitors to listen to in their car	7	24.5
Formal lectures	4	14.6
Books written by non-residents	3	10.4

\* Total percents are greater than one hundred due to multiple responses

## Mosca Residents

### Demographics

**Table 152. Mosca Residents' Place of Residency**

Question 1. How would you describe where you live? (check one) (n=16)

Residency	Frequency	Valid Percent
In the country	13	81.2
In town	3	18.8
No response	0	

**Table 153. Mosca Residents' Length of Residency**

Question 2. How long have you lived in the place you indicated above?

Valid Cases	Missing Cases	Mean Years	Standard Deviation	Minimum Years	Maximum Years
15	1	14.1	12.6	1	47

**Table 154. Mosca Residents' Position within the Community**

Question 3. Which of the following describe your role and position within your community? (check all that apply)

Position	Frequency	Percent *
Farmer or Rancher	7	43.8
Full-time Resident	7	43.8
Business Owner	5	31.3
Public Employee	4	25.0
Part-time Resident	2	12.5
Homemaker	2	12.5
Student	2	12.5
Military	1	6.3
Business Employee	1	6.3
Elected Official	1	6.3
Retired	1	6.3
Unemployed (long term)	0	0

\* Total percents are greater than one hundred due to multiple responses

**Table 155. Mosca Residents' Occupations\***

Question 3b. What is your current or most recent occupation? (n=15)

Occupation	Frequency	Valid Percent
Farming, Fishing and Forestry	6	40.0
Education, Training and Library	4	26.7
Business and Financial Operations	1	6.7
Healthcare Practitioners and Technical	1	6.7
Sales	1	6.7
Office and Administrative Support	1	6.7
Installation, Repair and Maintenance	1	6.7
No response	1	

\* Standard Occupational Classification, Federal Register v.63, #150. August 5, 1998

**Table 156. Mosca Residents' Business Ownership**

Question 4. Do you own your own business anywhere along the Byway? (check one) (n=16)

Business Ownership	Frequency	Valid Percent
No	13	81.2
Yes	3	18.8
No response	0	

**Table 157. Mosca Residents' Types of Business**

Question 4b. What type of business is it? (n=3)

Type of Business	Frequency	Valid Percent
Construction	1	33.3
Plumbing and Heating	1	33.3
Well Drilling	1	33.3

**Table 158. Mosca Residents' Ages**

Question 15. In what year were you born? (converted to age in years)

Valid Cases	Missing Cases	Mean Age	Standard Deviation	Minimum Age	Maximum Age
15	1	43.6	11.9	27	67

**Table 159. Mosca Residents' Number of Residents Per Household**

Question 16. How many people currently reside in your household? (n=16)

Number of Residents	Frequency	Valid Percent
One	2	12.5
Two	8	50.0
Three	1	6.3
Four	2	12.5
Five	2	12.5
Six	1	6.3

**Table 160. Mosca Residents' Property Types**

Question 17. Do you own or rent property in the San Luis Valley? (check one) (n= 16)

Property Types	Frequency	Valid Percent
Own	12	75.0
Rent	4	25.0
Both	0	0.0
No response	0	

**Table 161. Mosca Residents' Residency**

Question 18. Do you have a permanent or a seasonal residence in the San Luis Valley? (check one) (n=16)

Residency	Frequency	Valid Percent
Permanent	15	93.8
Seasonal	1	6.2
No response	0	

**Table 162. Mosca Residents' Education**

Question 19. What is the highest level of education you have completed? (check one) (n=16)

Education	Frequency	Valid Percent
Eighth grade or less	1	6.3
Some high school	0	0.0
High school graduate or GED	3	18.8
Some college	5	31.3
College graduate	4	5.0
Some graduate school	1	6.3
Graduate degree	2	12.5
No response	0	

**Table 163. Mosca Residents' Gender**

Question 20. What is your gender? (check one) (n=16)

Gender	Frequency	Valid Percent
Male	7	43.8
Female	9	56.3
No response	0	

**Table 164. Mosca Residents' Ethnicity**

Question 21. Which of the following best describes your ethnic background? (check one) (n=16)

Ethnicity	Frequency	Valid Percent
White	14	87.4
Hispanic	1	6.3
American Indian or Alaskan Native	1	6.3
Asian or Pacific Islander	0	0.0
Black	0	0.0
Other	0	0.0
No response	0	

## Living Along the Byway

**Table 165. Mosca Residents' Perceived Benefits and Experiences-Importance**

Questions 5, 6. For each of the benefits and experiences listed below please indicate how important it is to you living along the Byway? (check the appropriate boxes for each item)

Benefits and Experiences	n	mean	Percent of Importance*						
			-3	-2	-1	0	1	2	3
Enjoying the Valley's natural scenery	16	2.6	0.0	0.0	0.0	6.3	6.3	6.3	81.3
A greater understanding of our dependency on the land	16	2.4	0.0	0.0	0.0	12.5	6.3	6.3	75.0
Experiencing peace and quiet	16	2.4	6.3	0.0	0.0	0.0	0.0	18.7	75.0
Improved physical health	16	2.2	6.3	0.0	0.0	6.3	6.3	12.5	68.8
A greater feeling of personal freedom	16	2.0	6.3	0.0	0.0	6.3	12.5	18.8	56.3
A stronger desire to care for the natural environment	16	1.9	6.3	0.0	0.0	12.5	6.3	18.8	56.3
Stronger ties with my family	16	1.8	6.3	0.0	0.0	25.0	0.0	6.3	62.4
Living in a community that moves at a slow pace	15	1.7	6.7	0.0	13.3	6.7	0.0	13.3	60.0
Feeling that my community is a special place to live	16	1.7	6.3	0.0	0.0	25.0	6.3	6.3	56.3
Stronger ties with my friends	16	1.7	6.3	0.0	6.3	6.3	12.5	25.0	43.8
Feeling connected with nature	16	1.6	18.8	0.0	0.0	0.0	6.3	12.5	62.5
Living in a community where things don't change very much	16	1.4	12.5	0.0	0.0	12.5	18.7	6.3	50.0
Nurturing my spiritual values	16	1.4	18.8	6.3	0.0	0.0	0.0	18.8	56.3
Improved mental health	16	1.3	12.5	0.0	6.3	18.8	6.3	6.3	50.0
Maintenance of my traditional way of life	16	1.1	12.5	0.0	0.0	31.3	6.3	12.5	37.5
Feeling good about the way we are caring for our cultural heritage	15	1.1	20.0	0.0	0.0	0.0	20.0	33.3	26.7
Increased acceptance of others	16	1.1	18.8	0.0	6.3	6.3	12.5	12.5	43.8
Greater pride in my community	16	1.0	6.3	6.3	0.0	18.8	18.8	37.5	12.5
Being part of a community rich in culture and history	15	.86	6.7	0.0	13.3	13.3	33.3	13.3	20.0
A greater appreciation for my place in the world	16	.75	18.8	0.0	0.0	18.8	18.8	18.8	25.0
Finding satisfaction in telling visitors what makes my community special	16	.50	12.5	0.0	0.0	37.5	25.0	12.5	12.5
A stronger sense of who I am as a person	16	.44	18.8	0.0	6.3	18.8	12.5	6.3	37.5
Talking with visitors to the area	16	.31	18.8	0.0	0.0	12.5	50.0	18.8	0.0
A greater respect for my cultural heritage	16	.25	18.8	6.3	0.0	25.0	18.8	18.8	12.5
A greater appreciation of the arts	16	.25	31.3	0.0	0.0	18.8	12.5	6.3	31.3
Greater knowledge of my own culture	16	.18	25.0	0.0	0.0	37.5	0.0	18.8	18.8
A stronger sense of ethnic identity	16	.13	25.0	0.0	0.0	37.5	6.3	12.5	18.8
A better sense of my place in the history of the San Luis Valley	16	.06	25.0	0.0	6.3	31.3	6.3	12.5	18.8
Seeing visitors get excited about our cultural heritage	16	-.06	25.0	0.0	0.0	25.0	31.2	18.8	0.0
Sharing my cultural heritage with visitors	16	-.25	31.3	0.0	0.0	25.0	25.0	12.5	6.3

\* Importance: -3= Very Unimportant  
 -2=Moderately Unimportant  
 -1=Somewhat Unimportant  
 0=Neither  
 1=Somewhat Important  
 2=Moderately Important  
 3= Very Important

**Table 166. Mosca Residents' Perceived Benefits and Experiences-Attainability**

Questions 5, 6. For each of the benefits and experiences listed below please indicate the extent to which you are able to attain it by living along the Byway? (check the appropriate boxes for each item)

Percent Able to Attain\*

Benefits and Experiences	n	mean	-2	-1	0	1	2
Enjoying the Valley's natural scenery	16	1.6	0.0	0.0	6.3	25.0	68.7
Living in a community that moves at a slow pace	15	1.4	0.0	0.0	13.3	33.3	53.4
A stronger desire to care for the natural environment	16	1.3	0.0	6.3	12.5	31.3	50.0
A greater understanding of our dependency on the land	16	1.3	0.0	0.0	18.8	37.5	43.7
Experiencing peace and quiet	16	1.3	6.3	6.3	6.3	18.8	62.5
Being part of a community rich in culture and history	15	1.2	0.0	0.0	13.3	53.3	33.4
Feeling good about the way we are caring for our cultural heritage	15	1.2	0.0	0.0	13.3	53.3	33.4
Living in a community where things don't change very much	16	1.2	6.3	0.0	12.5	31.3	50.0
Feeling that my community is a special place to live	15	1.1	0.0	0.0	26.7	33.3	40.0
Feeling connected with nature	16	1.1	6.3	0.0	12.5	43.7	37.5
Nurturing my spiritual values	16	1.1	6.3	6.3	12.5	25.0	50.0
Increased acceptance of others	15	1.0	6.7	6.7	13.3	26.7	46.7
A greater feeling of personal freedom	16	.94	6.3	0.0	18.8	43.8	31.3
Maintenance of my traditional way of life	16	.94	0.0	6.3	31.3	25.0	37.5
Improved physical health	16	.87	12.5	0.0	12.5	37.5	37.5
Improved mental health	16	.87	6.3	6.3	18.8	31.3	37.5
Talking with visitors to the area	16	.87	6.3	0.0	18.8	50.0	25.0
Stronger ties with my family	16	.68	12.5	0.0	31.3	18.7	37.5
A stronger sense of ethnic identity	16	.63	6.3	6.3	37.5	18.8	31.3
Greater pride in my community	16	.56	6.3	6.3	31.3	37.5	18.8
A stronger sense of who I am as a person	16	.56	6.3	18.8	18.8	25.0	31.3
Sharing my cultural heritage with visitors	16	.56	6.3	6.3	31.3	37.5	18.8
A greater respect for my cultural heritage	15	.46	6.7	13.3	33.3	20.0	26.7
A greater appreciation for my place in the world	16	.44	12.5	0.0	31.3	43.7	12.5
Stronger ties with my friends	16	.44	12.5	12.5	18.8	31.3	25.0
Finding satisfaction in telling visitors what makes my community special	16	.44	6.3	0.0	56.3	18.8	18.8
Seeing visitors get excited about our cultural heritage	16	.44	12.5	0.0	31.3	43.7	12.5
A better sense of my place in the history of the San Luis Valley	16	.31	12.5	6.3	37.5	25.0	18.7
A greater appreciation of the arts	16	.18	18.8	12.5	18.8	31.3	18.8
Greater knowledge of my own culture	16	-.06	18.8	12.5	37.5	18.8	12.5

\*Able to Attain: -2=Totally Unable  
 -1=Somewhat Unable  
 0=Neither  
 1=Somewhat Able  
 2=Totally Able

**Table 167. Mosca Residents' Perceptions about the Importance of Managing the Byway for Benefits**

Question 7. In your opinion, how important is it to manage the Byway so that it provides each of the benefits listed below? (check the appropriate level of importance for each benefit)

Benefits	n	mean	Percent of Importance*				
			1	2	3	4	5
Maintaining a rural lifestyle	15	4.3	6.7	0.0	6.7	33.3	53.3
Maintaining a small town atmosphere	15	4.2	6.7	6.7	6.7	20.0	60.0
A stronger desire to take care of the Byway's natural resources	15	4.1	13.3	0.0	6.7	26.7	53.3
Better community and public safety services (schools, fire prevention)	15	4.1	13.3	0.0	6.7	26.7	53.3
Reduced looting and vandalism of cultural, historic and religious sites	15	4.0	13.3	0.0	6.7	33.3	46.7
Increased quality of life for residents	15	3.7	6.7	13.3	26.7	6.7	46.7
An improved relationship with the natural world	15	3.7	20.0	0.0	13.3	20.0	46.7
Reduced threat to/from at-risk youth	14	3.6	7.1	0.0	35.7	35.7	21.4
Greater family stability	15	3.6	6.7	0.0	46.7	20.0	26.7
Increased work productivity of residents	15	3.5	6.7	6.7	40.0	26.7	20.0
A greater commitment to care for the Byway's cultural and historic resources	15	3.5	20.0	0.0	20.0	33.3	26.7
More job opportunities for residents	15	3.3	20.0	0.0	33.3	20.0	26.7
Preservation of our cultural heritage	15	3.3	20.0	6.7	20.0	26.7	26.7
Greater community involvement in tourism issues	15	3.1	13.3	20.0	26.7	20.0	20.0
Increased community pride	15	3.1	13.3	13.3	26.7	40.0	6.7
A stronger sense of cultural awareness among my community's young people	15	3.0	26.7	0.0	40.0	13.3	20.0
Retention of a distinct cultural atmosphere	15	2.9	26.7	13.3	13.3	33.3	13.3
Improved understanding and tolerance of others	15	2.8	13.3	26.7	33.3	13.3	13.3
Improving our community's physical infrastructure (sidewalks, etc.)	15	2.8	20.0	13.3	40.0	13.3	13.3
Maintaining a distinctive main street architecture	14	2.6	35.7	7.1	21.4	28.6	7.1
Local economic growth from tourism	15	2.6	20.0	26.7	40.0	0.0	13.3

\*Importance: 1=Not at all important  
 2=Slightly important  
 3=Moderately important  
 4=Very important  
 5=Extremely important

## Managing the Byway

**Table 168. Mosca Residents' Perceptions about Management Actions**

Question 9. For each of the following items, please indicate what you believe would best help you and your community realize the important benefits you indicated above. (check one box for each item)

Management Actions	n	mean	Percent of Management Actions*				
			1	2	3	4	5
Protection of the natural environment	15	4.5	0.0	0.0	20.0	13.3	66.7
Preservation of traditional architecture	15	4.1	0.0	0.0	33.3	26.7	40.0
Maintaining a small town atmosphere	14	3.9	0.0	0.0	42.9	21.4	35.7
Maintenance and upkeep of our public places	15	3.8	6.7	0.0	26.7	40.0	26.7
The quiet and isolation of my community	15	3.6	0.0	6.7	53.3	13.3	26.7
Cultural events	14	3.6	14.3	0.0	21.4	42.9	21.4
Restrictions on the behavior of visitors while they are here as guests	15	3.5	0.0	0.0	60.0	26.7	13.3
Interpretive programs	14	3.3	14.3	0.0	35.7	42.9	7.1
Recreation facilities and services in my community	15	3.3	20.0	0.0	26.7	40.0	13.3
Shopping opportunities	14	3.1	7.1	7.1	57.1	21.4	7.1
Guest services	14	3.1	7.1	0.0	0.0	64.3	28.6
Amount of new development in my community	15	3.1	13.3	6.7	40.0	33.3	6.7
Visitors staying longer in my community	14	3.1	7.1	7.1	57.1	28.6	0.0
Advertising our community to potential visitors	14	3.1	7.1	7.1	57.1	28.6	0.0
Numbers of visitors to my community	14	3.0	7.1	0.0	14.3	50.0	28.6
Marketing of Byway to visitors	14	2.9	21.4	0.0	0.0	42.9	35.7
Volume of traffic	14	2.7	14.3	21.4	50.0	7.1	7.1

\*Management Actions: 1=A lot less  
 2=A little less  
 3=Leave as is  
 4=A little more  
 5=A lot more

**Table 169. Mosca Residents' Perceptions about Services and Facilities**

Question 11. Please indicate how acceptable you feel each of the following types of services would be in your community. (check one box for each item)

Services and Facilities	n	mean	Percent of Acceptability*				
			-2	-1	0	1	2
Cultural centers	16	.75	18.8	0.0	12.5	25.0	43.7
Historic sites	16	.68	12.5	0.0	25.0	31.3	31.2
Hiking trails	16	.68	12.5	12.5	12.5	18.8	43.7
Roadside interpretive displays	16	.68	12.5	0.0	18.8	43.7	25.0
Museums	16	.63	18.8	0.0	25.0	12.5	43.7
Visitor tours of mission churches	16	.63	12.5	6.3	25.0	18.8	37.5
Scenic turnouts	16	.56	12.5	6.3	25.0	25.0	31.2
Bike trails	16	.56	12.5	12.5	12.5	31.3	31.2
Visitor centers	16	.50	18.8	12.5	12.5	12.5	43.7
Visitor tours of artisan studios	16	.50	12.5	12.5	18.8	25.0	31.2
Guided nature walks	16	.50	18.8	12.5	18.8	0.0	50.0
Public restrooms	16	.44	25.0	0.0	12.5	31.3	31.2
Roadside signs	16	.43	12.5	12.5	18.8	31.2	25.0
Festivals and fairs	16	.37	25.0	0.0	12.5	37.5	25.0
Restaurants	16	.19	25.0	6.3	12.5	37.5	18.7
Souvenir shops	16	.12	18.8	12.5	18.8	37.5	12.5
Bed and breakfasts/ Inns	16	.12	25.0	6.3	12.5	43.8	12.5
Hotels/ Motels	16	.06	25.0	6.3	18.7	37.5	12.5
Commercial outfitters and guides	15	.00	20.0	20.0	13.3	33.3	13.3
Tent campgrounds	16	-.06	25.0	12.5	12.5	43.8	6.3
Grocery stores	15	-.13	26.7	6.7	26.7	33.3	6.7
Retail stores	16	-.18	31.2	6.3	25.0	25.0	12.5
RV campgrounds	16	-.62	43.8	12.5	12.5	25.0	6.3
Fast food restaurants	16	-.62	37.5	12.5	31.2	12.5	6.3
Resorts	16	-.62	43.8	12.5	12.5	25.0	6.3
Bars/ Taverns	16	-1.1	62.5	6.3	12.5	12.5	6.3
Condominiums	16	-1.2	62.5	6.3	25.0	0.0	6.3

\*Acceptability: -2=Totally Unacceptable  
 -1=Somewhat Unacceptable  
 0=Neither  
 1=Somewhat Acceptable  
 2=Totally Acceptable

**Table 170. Mosca Residents' Perceptions about the Outcomes of Sharing the Hispanic Culture**

Question 12. Please indicate the extent to which you agree or disagree with the following statements. Sharing the Hispanic culture with visitors to the Byway would... (check the appropriate box for each statement)

Outcomes	n	mean	Extent to which agree*				
			-2	-1	0	1	2
Preserve the stories and folklore which have been passed down	15	.53	13.3	0.0	33.3	26.7	26.7
Encourage Hispanics to actively participate in their culture	15	.46	13.3	0.0	33.3	33.3	20.0
Revive the arts and traditions of the area	15	.33	13.3	6.7	26.7	40.0	13.3
Help local residents learn more about the Hispanic culture	15	.26	13.3	0.0	33.3	53.3	0.0
Maintain my desired image of myself and my community	15	.26	6.7	0.0	60.0	26.7	6.7
Provide a stronger sense of self-identity within the Hispanic culture and community	15	.13	13.3	0.0	53.3	26.7	6.7
Encourage local economic growth from cultural tourism	15	.13	13.3	6.7	40.0	33.3	6.7
Increase local pride in the Hispanic culture	15	.06	20.0	0.0	40.0	33.3	6.7
Increase the amount of Spanish being spoken among residents	15	-.13	13.3	13.3	46.7	26.7	0.0
Assimilate the Hispanic culture into the mainstream American culture	15	-.33	13.3	13.3	66.7	6.7	0.0
Commercialize the Hispanic culture	14	-.36	28.6	14.3	35.7	7.1	14.3
Dilute the Hispanic culture	15	-.60	20.0	26.7	46.7	6.7	0.0
Decrease the amount of Spanish being spoken among residents	15	-.73	26.7	26.7	40.0	6.7	0.0

\*Extent: -2=Strongly Disagree  
 -1=Disagree  
 0=Neither  
 1=Agree  
 2=Strongly Agree

**Table 171. Mosca Residents' Perceptions about the Activity Level of Managers**

Question 13. How active do you think public officials, private service providers, and public land managers along the Byway should be in sharing the Hispanic culture with visitors? (check one) (n=15)

Activity Level	Frequency	Valid Percent
Very active	0	0.0
Moderately active	5	33.3
Somewhat active	5	33.3
Not at all active	2	13.3
I don't know	3	20.0
No response	1	

**Table 172. Mosca Residents' Perceptions about Ways of Sharing the Hispanic Culture**

Question 14. What do you feel are appropriate ways to share the Hispanic culture with visitors to the Byway? (check all that apply)

Ways of Sharing Culture	Frequency	Percent *
Books written by residents	11	68.8
Museums or cultural centers	11	68.8
Opening cultural sites such as churches and ruins to visitors	9	56.3
Informally talking with visitors	6	37.5
Brochures or newsletters	6	37.5
Roadside signs and displays	5	31.3
Reenactments or living history programs	4	25.0
Books written by non-residents	2	12.5
Audio cassettes for visitors to listen to in their car	2	12.5
Formal lectures	0	0.0

\* Total percents are greater than one hundred due to multiple responses

## Appendix A

### Question 22: Is there anything else you would like to say about what it's like to live along the Byway or how the Byway should be managed?

- Keep local control as much as possible. There is too much federal government intervention in all programs.
- Well first of all I want to thank you for bringing it to my attention that there is a name for this trail otherwise I would've never known. I've never heard of it before. We try at least one time in the summer to visit the sand dunes. I myself prefer to go more often. As far as San Luis, San Acaio, Manassa, Romeo, Antonito and Conjos I'm not familiar with anything that goes on there or is an attraction there because I never hear about it. However, I have heard of Manassa and their yearly event in the summer. I'm not if its called "Pioneer Days" but I've never gone.
- I don't know where the highway is. Is it U.S. 160 or is U.S. 285 north and south or neither? Maybe best of (?) toward Manassa.
- I never knew anything about the byway before now. I work in Conejos/Costilla Counties as an Early Childhood Special Education Teacher and often drive the byway roads – I have noticed the signs but have wondered what it was.
- What is most important in to accomplish this in a way that never intrudes on Spanish heritage/lifestyle as to create any alienation. And somehow all these goals need to avoid making the Alamosa traffic situation any worse than it already is.
- There are more cultures that Hispanic represented by this byway: Ute, Cherokee, Mormon. This is what makes it so rich. I would like to see it managed as a crossroads between all of these cultures as well as interactions between humans and their physical environment. The SLV is like a set of transparent overlays. You can look at one (Hispanic, water, biology, Mormon) and see clearly a part of our story. But to truly understand, you need to see them all individually and together. No small order. You people have your work cut out for you. It is very worthwhile work. Good Luck! Y Bueno Suerte.
- The only culture that was mention was the Hispanic – This area is very diverse – Bring up the interaction of the major cultures of the area. The Japanese around Blanca. The new immigration of Guatamalans. Stress the economic resources that have provided hirings in the area.
- It is not important to me whether I live along the byway or not. I feel that other residents may feel the same way as Coloradans voted to eliminate a tourist tax to encourage tourism. If the area is to be managed, I feel it should be all cultures rather than just Hispanic.
- Should be managed by private funds, not taxes.
- It gives me a high sense of pride to be Hispanic living along the byway. But there should be more signs with more information about the Hispanic history in the San Luis Valley.
- I don't live along the byway.
- The byway is one tremendous value for the vacationer wishing to visualize history and the relationship of developing a healthy economy by utilizing the best of tourism and agriculture. Stewardship of the land and environment must be a priority.
- Keep up the work the byway is needed!
- I do not think the byway serves any purpose. I do not feel the state should have to maintain or support any of it.

- I like the small town, fresh air, fresh water, quiet living. It's easily accessible to larger communities, i.e. Denver, Colorado Springs, Pueblo, Sante Fe, Albuquerque, Farmington
- Fine job so far.
- I feel that anything that will take advantage of the tourists that come here to educate and inform them about the Hispanic heritage in the area will definitely be an asset to our area and the residents and businesses in the area.
- We need more restaurants.
- The San Luis Valley is one of the most wonderful, yet rarely known places in the state of Colorado.
- I did my best to fill out this survey. Thank you
- Too many depend on the government for a living and have not desire to work.
- I hope this will not happen. Although I am not Hispanic, I like the Hispanic culture, and prefer it to the current mainstream American culture. It's a wonderful place to live.
- This area is too crowded with homes now – Fishing is ruined – Also forest is diminishing
- It is a beautiful place to live, but many visitors are rude and do not respect residents of the SLV.
- Accept the fact that we were here long before Anglos moved into our ways of life in the past. We are given a choice to accept their ways of greed, while we watch and see their wealth becomes greater because they themselves are endangering the land. For their vast amount of water usage to culterate the land for their own profit.
- By living along the Byway puts our community on the map.
- I don't know! It is not advertised enough for me to know
- I feel this survey is a poor tool for gathering information on the Byway. I hope someone can interpret it to convey my feelings about this subject because I'm not sure I know what exactly was being surveyed.
- It is a beautiful area. I wish the majority of the full time, year round residents would take more pride in the area.
- Provide education programs to help alluerate the provivity status in the county.
- Will this help? Well I hope this help.
- Let's Do It And show other people about are Hispanic culture, show are beautiful scenery and are friendly nature.
- All I really want is to preserve what we already have. We do not need another Aspen or Vail. Blackhawk ipitomizes what we do not want to become.
- How the flow and amount of traffic has changed. Also how the people react to you while doing your work along the road. Everyone is in to big of a hurry and do not respect you and what your doing.
- It's nice to see people from other parts of the world and from different walks of life come through our area. I would like to see the byway kept clean and free of unsightly structures, salvage yards, etc.
- What would most benefit this area and its residents would be the rigid enforcement of existing codes and laws designed to protect our environment from the problems resulting from overdevelopment. (For example see the HORCA project at Conejos River and route in.) In the interests of immediate tax revenues, Conejos county officials are allowing developers to disregard environmental safeguards, and the result is irreversible land and water pollution. Conejos canyon does not need an influx of tourism. We do need more responsible management of our existing land and resources. Economic development of existing towns would, no doubt, benefit their residents, but once we develop the wilderness, we have lost it forever.

- I'm very pleased we have the Byway going thru our town and area. It helps us be identified – gives us a lot of self esteem. I want to thank everyone that made it possible to be identified on the by way – just being on it's route.
- I would love for people to learn about Hispanics + their culture. They need to be Heard + Listen to so people would know that this race is here as well as other that are learned about.
- Letze the management to the private sector. Makes Q13 hard to answer. No role for public officials, they will just waste resources.
- Do not let them pipe water out of the valley, for if they do, the LCA will not matter at all
- You've covered 101%
- No body said life in the mountains would be easy
- I feel the communities should have an obligation to upkeep the towns that are on the Scenic By Way Route.
- The byway should be for all races not just hispanic but they could do much more to show people the great side. the tradition and a better understanding of their culture.
- The first thing that visitors along the by-way notice is the TRASH. In addition, landowners have junk cars, appliances and garbage strewn about their property. The best thing that could be done is to spend some money to give incentives to the owners to clean up! If this area is ever going to be attractive to visitors, the current residents will have to take some pride in their property. This is why this area is looking at hog farms and prisons for local employment because no other business wants to locate here given the current conditions. The spiral of destruction continues as the environment (the only attractive resource) is further destroyed by logging, mining, and now hog farms and prisons. The by-way may find it's objectives backfire if visitors are brought here and then have a bad experience. The problems of this area will not be solved by the by-way but perhaps it can be a positive rather than a negative.
- We purchased land, built a retirement home & plan to stay in the valley. We did this because of the quiet & natural beauty of the area. We are very reluctant to see the area commercialized.
- There is so much traffic that the roads should be widened in places. There needs to be a turn off lane to the Sierra Grande School from the West. I know of 3 accidents of residents taking children to the school! One was a fatality! Traffic is too heavy on the narrow road Alamosa to Mosca and then from the Sand Dunes turnoff on 160 through Ft. Garland. If the traffic is rushed + heavy tourists won't be able to stop at attractions.
- Keep signs off the hiways. NO FAST FOOD Chains
- Lest we forget, this is a nation of a melting pot of all nations.
- In no way do I think pigs + prisoners in Costilla County would enhance the Byway.
- We "whites" are all ready the minority group in this community why push more Hispanic on us?
- It is a delightful experience-thoroughly enjoyable.
- More information on what the byway can provide as far as tourism is concern.
- Living in the Byway Area all my life continues to be enjoyable. Having had opportunities to visit other countries + USA city sprawls, I'm happy + comfortable here. Local management + preferred to state political control. Keep up strong call for valley-wide support to By Way's mission
- It is hard for me to understand how an institution of higher learning could participate in a survey as bias as this questionnaire. To many assumptions have been made that all results from this study will be eveled, in my opinion.
- How is this project to be funded?
- If taxpayers are going to be required to pay for it, then it should be discontinued.

- There should be less friction between the old family of the Valley and new comers who have chosen to live here
- No, just that it would get people to know more about the people + the culture that is very rich in the San Luis Valley especially with the elderly that have lived in el Valle de San Luis all their lives + the proudness they feel, and could share with others.
- This survey concentrated on the Hispanic heritage and practically not at all on the Native American heritage & culture, which I believe is as important or more important to preserve and showcase in this region. The Mexican/Spanish immigration was certainly influential, but I think as many (or more visitors) would be interested in the Native American history – look at Taos & Santa Fe as examples of how to meld the various cultures and balance the information available. The area is a phenomenal natural treasure and is well worth the effort to develop a clear view of how to develop and grow tourism yet still preserve its individual charm.
- Delightful to see more interest in highlighting it (the area). Education of residents is vital to any level of success in this admirable effort to preserve bits of history, lots of the culture, in celebration of the past to ground us in the present.
- I have lived my 76 years throughout the U.S.A., Europe & Far East and it's the best place to live for me.
- We live in Blanca + have 60 acres up near the sandunes Nat. Park for a retreat for our family. It's open country here + we don't have a lot for scenic – The sand dunes + San Luis Lake are tourist attractions. We are California transplants + have been in the Valley some 20 yrs. Retired + busy all the time- coming + going. We can't give much advice on local Mexican culture. Sincerely –Carden H. Silva
- More restaurants, motels and shopping should be available. A lot of money is being spent elsewhere because not much is here.
- Living in the SLV + being Proud of our culture is Beautiful. We need to teach ALL the people to be proud of where we live. Regardless of ethnic backgrounds.
- Welcome to the S.L.V. Enjoy your visit. Don't stay
- Its very peacefull and in time of need your community helps you and care for you
- Wonderful
- Question: Did the antique by way not go through Old San Acacio also?
- It great to live in this town peaceful you can go out walking at any time day or night with out worrying about some one attacking you. The mountains are close its great for camping enjoying the sounds of nature like birds, squirrels, chipmunks, the wind blowing and yet its peaceful a person feels good inside. Its nice to enjoy it with friends and family. Every one shares + are good neighbors
- This survey is “moderately brutal”. It might have been quicker and cheaper to do a telephone survey.
- I wish I could tell you more but at my age I have forgotten a lot. Hope you do well with others anyway. Thank you! For all your waiting and patience
- Sometimes I think pride in culture + race keeps us apart as all brothers + sisters on the same planet. Cultural observance is okay but not the most important part of life by any means.
- Tourism can be a boost for a community's economic system but it can also change the environment to something totally different and we must be aware of what can happen. In this community perhaps a boost in economy can also mean a boost in posterity.

- Workshops for local businesses, tradition bearers + church officials regarding tourism enterprises + tourism management. "First Voice" tours + exhibits, presentations which would empower local residents to expound on their own culture + traditions in a respectful manner.
- The byway should be managed in the most unintrusive way possible, taking into account that the older folks are putting well established and anchored in their traditions and culture. There is concern of being exposed to the public as animals in a zoo. Everyone deserves to live in a certain atmosphere of privacy and dignity.
- There is already pride in where we live. We don't mind sharing, but not at expense of undermining what we already have.
- It is the most beautiful valley. We would like to keep clean air, clean water, preserve the culture and be able to share all of this with family, friends and visitors.
- What about the Indian culture that the Hispanic culture usurped? What about the Mormons, 7<sup>th</sup> day advertists, etc? What about focus on traditional healing, herbs, etc. Water is the most important issue for the SLV
- The byway runs through our home. It's most important function is to provide a way in and out. The byway when thought of as a development too puts our environment and our family ranch culture at risk. Few things disturb the country more than mobs of well heeled tourists looking for a place to build a third home. The byway should be managed in a way that keeps the stories alive. It should remind us of the casual careless damage we have done in many fragile environments. Trying to cash in on the byways concept is a big mistake.
- I believe you have + are spending a lot of \$ for no good reason on this survey.
- I think everything has been covered and I apologize for not completing the survey sooner but, I have been ill and in hospitals for the past 3 months.
- More discussion of the importance of water in a rural/agricultural area of the desert southwest
- It's quiet+ I like it that way.
- The wildlife that can be seen with only a little extra looking for is one of the best place to see is here on the Byway like deer, elk, horse, in good size groupes the fishing is always good here all yr with a little extras work on the part of the visitors.
- As I read through the questions I became very uncomfortable with the touchy feely aspect of the Byway questions. Actually I don't see how a few tourists spending a little time and a little money on some trinkets is going to add much to the community. There may be a minor amount of employment caused by naming the roads a Byway. Mostly I feel that it will merely cause more of the residents to feel sorry for themselves. I don't feel it would serve any purpose for me to participate any further in your survey.
- I feel more information needs to be put out about Los Caminos Antiguos. What they stand for and where its going from there.
- I do not believe a byway should be put in
- I see it as a beautiful drive with lots of tradition and history. IF we could pass on and educate locals and other visitors. It should be a community effort with Hispanic people help manage.
- Thank you for conducting this survey. Scenic & historic Byways are important links to our cultural + natural heritage. Good to see there are stewards for them.
- This survey is a precursor, a shadow of what is to come. There are too many people. Travel abroad seems less safe. Encouraging tourism will cause economic development – that will change the "Byway" – in my opinion, to its detriment. But, I base my opinion on my experience inour small mountain town in Colorado where I went to live 30 years ago. The changes in that town and its 45 mile "byway," Highway 82 are a case study you should consider. Development

here, however, will not result in an aspen and a pitkin country. But a quiet, peaceful way of life will be lost. Please tell anyone who asks that your survey proves that Hispanics are dangerous, and the "white" people here are crazy. Its our only hope.

- There are many angelo natives of the valley who have played a significant part in the area- don't discriminate by leaving out those whose roots preceed the statehood of Colorado. The Territorial Daughters of Southern Colorado should be included in this project since the composition of the group includes Angelos + Hispanics alike whose families worked to bring this area alive + ensure that historically it is preserved.
- Isolated, lonely @ times, long ways to go to do/see anything, hard to maintain contact/activities w/friends & acquaintances, lack of cultural activities (varied) to participate in, or difficulty going to them or finding out about them
- Are you expecting the Byway management to take over the government of the cities + counties of the Byway? What type of entity do you think the Byway is to furnish all these "benefits"?
- What about the Native Americans – they were here first!
- Limit growth. Do everything with taste.
- Keep it paved and the traffic out of the way!!
- Being in a small community has given me an experience I wouldn't exchange for anything. It is not, however, without it's disadvantages. Small town communities, though close-knit, lack opportunity. As a result many youth leave upon high school graduation. I would love to see a stop to this trend.
- Let people picnic without being charged + stop closing all the trails. The tourists are the ones who ruin it for the people who live here I guess we care about our home more than a passer by.
- We should promote our heritage, the Hispanic heritage and the San Luis Valley.
- Found your survey difficult to answer. I lived in a community, before returning back to the Valley, where the impact of the outsiders on that community has had a most negative effect. While there is more money in that community, its being made by outsiders with business sense who came in + set up businesses. Land + home prices have increased so much, the local's children can only afford mobile homes. Will this happen to our Valley?
- Much friction between cultures. If this soothes the friction Im all for it. If this causes more friction Im against this. Hopefully this will allow people to live together and get along as God would have us do.
- This is a great place to live and raise a family. The San Luis Valley has many tourist attractions, beautiful mountain scenery, historic areas interesting cultures. I congratulate you on trying to preserve an protect the scenic places of the Valley.
- The county is trashy all roadsides are littered with trash so are most peoples home in all county towns are littered with junk.
- In regard to Q21 I feel it is time to put less emphasis on "ethnic" background, and each of us take pride in our individual heritage. If we were born in America, are we not then, all, Americans?
- I feel anyway we can enhance economical growth in our community and being careful as to what we must sacrifice is a positive charge to our small, poor community. I am all for assistance to people of our community. We have been deprived for many years and I fell its time we cash in on our best kept secret, which is the beauty and history of the San Luis Valley.
- I love the Hispanic residents in my area. Some of which are my closest friends. The part that makes it hard are job opportunities. Here the Hispanics get the jobs above anyone with experience or training. My wife was even told by her Doctor boss to employ Spanish above all else, the Hispanic do not need training, Opening job opportunities to our area, I hope will open

jobs to both Hispanic and white. But if it is to encourage the Hispanic culture I'm afraid we will just see more of the same! I like our history & my home is in Hispanic decore, I just do not like reverse discrimination any more than discrimination against minorities.

- I do not think Hispanic Culture is the only culture available in the Valley. Although they have many fine cultures + tradition – this is America and each person had good traditions likes + dislikes
- 1) Local residents need to be made aware of the Byway.  
2) You have to be careful on the management or preservation of the properties along the byway-sometime people get carried away with degrees of management.  
3) I feel the Caminos Antiguos is a fantastic and beautiful idea. Because the San Luis Valley is indeed full of beautiful people and beautiful and heartfelt cultures, an it is my greatest wish that we could love one another, and accept each other for what we are, perhaps the Byways can help us all in appreciating each other and our wonderful cultures, before are worry about teaching outsiders- But it is all a beautiful concept. Keep up your good efforts. If we put our heads together- perhaps, we could all benefit by the byway – improve the properties along the byway and make everyone aware of this beautiful Valley. I appreciate all your hard work and efforts.
- I think history should not be limited to one ethnic group. In this country there has always been different ethnic groups in all areas. Its always been a mixture of many races. That's how our history in this United States should be portrasyed.
- Try living in the Valley!! The emloyers treat you as a agricultural animal. The culture that this survey seems so worried about hates its authors. They hate whites and openly so!! They also hate Mexicans that they themselves call wet-backs. The San Luis Valley is yes a beautiful place to live. Its just the people who live there that make it ugly!! No body can help what color they are its stupid from any perspective, prejudiced. We need to be more of a melting pot and less of a Bosnia!!!
- I was one of the 4 persons making the presentation to the State Historical Society. I was the spokesperson. And I am very upset that this survey there are no mention of the Indian History of the area (early history) of which this area is very different form any other By-ways within Colorado, Because of the early Indian and Hispanic history. I feel that there should be more historical research done in this area and the history should be supplied by those elders living within the area. The problem with the history of Southern Colorado is that all history is written by Anglo's and a lot is lost in the interpretation. This history should and must be told or written or in cooperative with Hispanics of the area.
- The cover illustration is beautiful + so appropriate!!
- It's not something I think of often, in fact, rarely or not at all. Good signs are the only piece of evidence that I live along the Byway I'm not sure what you can do to bring it more to the forefront, or why you would want to . I don't feel people here in the Valley care one way or the other. But, may be some new + fresh ideas will do some good.
- I greatest hope I have for myself, loved ones, community and all others, is to care for what we have: beautiful view, open spaces, wildlife, no pollution, low crime, tight relationships with family, friends. As of this date I have all this. I will fight to preserve what is here in Conejos County.
- For one that used to live in a big city, this kind of quiet community is a big change. I enjoy living here, but a few improvements would be welcomed. The Byway has nice scenery and it's nice living by placed where your ancestors used to travel.

- I was born in the Northern part of New Mex. have lived in the San Luis Valley most of my life. Have very strong roots in the Valley. Many relatives live here; all my children would like to live here if there were more job opportunities for them.
- I think its beautiful to live along the byway, and there are do many things that could be done to improve it, for us and for our visitors.
- It's a privilege to live along the Byway. We especially become more grateful when outsiders (visitors) visit us and express how beautiful, peaceful and quiet this area is. I feel blessed to live in this area along the Byway. No, I didn't know that I live along one of Colorado's scenic and historic Byways. Now that I know I will share with my family + friends. I will appreciate athat becoming Los Caminos Antiguos Scenic and Historic Byway, thanks for this survey privilege! P.S. I feel that we need to try to preserve our cultural heritage and teach to our children to pass on to their children.
- This area of the Byway is populated by farmers and hardworking labor people so not much chance of communication with non residents. Recommend to put more stress on the Old Spanish Trails and life of the early explorers. More outreach to local people more Spanish influenced celebrations more exact museums of Spanish culture and Indian culture which so often intermingled. I think the Indian people are again being forgotten and ignored. Please give them acceptance they so surely deserve.
- The people in this community have a strong sense of family, pride, ethnic and religious background. Our sense of self does not rely on a byway or any other man made object. It is who we were raised to be, from generations of people who lived right here in the San Luis Valley. Our economy is based on hardworking honest farmers, ranchers, loggers, and other people who rely the natural resources around us. We want to take care of these resources, but too often visitors trash our surroundings or too many restriction are put on the people who live here and it makes it imposible to make a living. As far as preserving Hispanic Culture. There are several cultures in the valley no one is more important than others and the sooner we learn this the better off we will be, no only in our community, but in our country as a whole.
- I'm a new resident to the Valley I came from a "tourist" town. Everything to expensive- hard to make ends meets. Keep the Valley the way it is. Tourist are good but not great. Don't try to improve or change anything. Who needs it!!
- Good strong research based data is vital very goody muy bien hiche Gracias!
- It is a wonderful place we don't need you to manage it It is fine the way it is. Don't advertise it we don't need found. We all know where we are and who we are. Get out and leave us alone.
- I didn't know, it was being managed.
- I feel very proud to live along the Caminos Antiguos Byway as an Hispanic. There is a lot of heritage her that can be shared with the rest of the world. It is critical to the preservation of the cultural heritage of the area as we explore ways to promote our area as an economic opportunity. This survey is certainly one tool to employ in an effort to develop a comprehensive plant that is sensitive to the areas needs and desires.

## Appendix B

### Los Caminos Antiguos Scenic and Historic Byway 1998 Community Survey

1. The first part of the document is a list of names and their corresponding addresses. The names are listed in a single column, and the addresses are listed in a single column to the right of the names. The names are: John Doe, Jane Smith, and Bob Johnson. The addresses are: 123 Main St, 456 Elm St, and 789 Oak St.

## Los Caminos Antiguos Scenic and Historic Byway Community Survey

We appreciate your willingness to share your opinions about the Byway. Your answers to the questions in this survey are an important part of planning for the future of the Byway and how it can best help you and your community.

Your answers are strictly confidential. All of the survey responses will be combined so that no single individual can be identified. Please answer every question as best you can. Feel free to write additional comments in the margins.

### Section I: You and Your Community

Q1. How would you describe where you live? (check one)

in the country → name of the nearest community \_\_\_\_\_

in town → name of community \_\_\_\_\_

Q2. How long have you lived in the place you indicated above? \_\_\_\_\_ years

Q3. Which of the following describe your role and position within your community? (check all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> business owner               | <input type="checkbox"/> homemaker          |
| <input type="checkbox"/> farmer or rancher            | <input type="checkbox"/> business employee  |
| <input type="checkbox"/> public employee              | <input type="checkbox"/> elected official   |
| <input type="checkbox"/> unemployed (long term)       | <input type="checkbox"/> retired            |
| <input type="checkbox"/> military                     | <input type="checkbox"/> student            |
| <input type="checkbox"/> part-time resident           | <input type="checkbox"/> full-time resident |
| <input type="checkbox"/> other (please explain) _____ |   |

What is your current or most recent occupation? \_\_\_\_\_

Q4. Do you own a business anywhere along the Byway? (check one)

No

Yes → (If Yes) What type of business is it? \_\_\_\_\_

## Section II. Living Along the Byway

Local government officials, private service providers, and public land managers would like to know how you feel about living along a scenic and historic byway that includes a number of natural and cultural attractions.

Q5. For each of the experiences listed below, please indicate: (1) how important that experience is to you and (2) the extent to which you are able to have that experience living along the Byway. (check the appropriate boxes for each item)

	Importance of the experience						Able to have that experience living along the Byway?					
	Very Unimportant	Moderately Unimportant	Somewhat Unimportant	Neither	Somewhat Important	Moderately Important	Very Important	Totally Unable	Somewhat Unable	Neither	Somewhat Able	Totally Able
Enjoying the Valley's natural scenery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being part of a community rich in culture and history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling good about the way we are caring for our cultural heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Experiencing peace and quiet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Talking with visitors to the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nurturing my spiritual values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sharing my cultural heritage with visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Living in a community that moves at a slow pace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Finding satisfaction in telling visitors what makes my community special	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling connected with nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling that my community is a special place to live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Living in a community where things don't change very much	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seeing visitors get excited about our cultural heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q6. Living along the Byway and interacting with Byway visitors can provide benefits to you as a resident. For each of the benefits listed below, please indicate: (1) how important that benefit is to you and (2) the extent to which you are able to realize that benefit from living along the Byway. (check the appropriate boxes for each benefit)

	Importance of the benefit						Able to realize that benefit from living along the Byway?					
	Very Unimportant	Moderately Unimportant	Somewhat Unimportant	Neither	Somewhat Important	Moderately Important	Very Important	Totally Unable	Somewhat Unable	Neither	Somewhat Able	Totally Able
A stronger sense of who I am as a person	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A greater respect for my cultural heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A greater understanding of our dependency on the land	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved mental health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintenance of my traditional way of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A greater appreciation of the arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A stronger sense of ethnic identity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A stronger desire to care for the natural environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased acceptance of others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A better sense of my place in the history of the San Luis Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stronger ties with my family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A greater feeling of personal freedom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved physical health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A greater appreciation for my place in the world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stronger ties with my friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greater pride in my community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greater knowledge of my own culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Others : _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q7. The Byway can also benefit your community and the natural and cultural features located along the Byway. In your opinion, how important is it to manage the Byway so that it provides each of the benefits listed below? (check the appropriate level of importance for each benefit)

How important is it to manage the Byway for ...	Not at all important	Slightly important	Moderately important	Very important	Extremely important
A stronger sense of cultural awareness among my community's young people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greater family stability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduced threat to/from at-risk youth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased work productivity of residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local economic growth from tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased quality of life for residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved understanding and tolerance of others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More job opportunities for residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retention of a distinct cultural atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preservation of our cultural heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greater community involvement in tourism issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduced looting and vandalism of cultural, historic, and religious sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A stronger desire to take care of the Byway's natural resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An improved relationship with the natural world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A greater commitment to care for the Byway's cultural and historic resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintaining a small town atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q7. Continued.

How important is it to manage the Byway for ...	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Increased community pride	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintaining a rural lifestyle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Better community and public safety services (schools, fire protection, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintaining distinctive main street architecture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving our community's physical infrastructure (e.g., sidewalks, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Q8. Please describe any other important benefits that you feel the Byway should provide—to you personally, to your community, or the Byway's natural, cultural, and historic resources.

### Section III. Managing the Byway

This next section concerns how you think the Byway's natural, historic, and cultural attractions should be managed in order to provide benefits to you and your community.

Q9. For each of the following items, please indicate what you believe would best help you and your community realize the important benefits you indicated above. (check one box for each item)

	I think there should be ...				
	A lot less	A little less	Leave as is	A little more	A lot more
Protection of the natural environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preservation of traditional architecture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Volume of traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing the Byway to visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guest services (hotels, restaurants, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cultural events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintaining a small town atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Numbers of visitors to my community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interpretive programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitors staying longer in my community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising our community to potential visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amount of new development in my community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation facilities and services in my community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The quiet and isolation of my community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintenance and upkeep of our public places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restrictions on the behavior of visitors while they are here as guests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Q10. a. Are there any other things that you feel **elected officials and community leaders** should do to insure that the Byway provides benefits to you and your community?
- b. Are there any other things that you feel **local businesses** should do to insure that the Byway provides benefits to you and your community?
- c. Are there any other things that you feel **public land managers** should do to insure that the Byway provides benefits to you and your community?
- d. Are there any other things that you feel **local citizens** should do to insure that the Byway provides benefits to you and your community?

Q11. Below is a list of specific types of services that could be provided along the Byway to benefit both residents and visitors. Please indicate how acceptable you feel each of these would be in your community. (check one box for each item)

	Totally unacceptable	Somewhat unacceptable	Neither	Somewhat acceptable	Totally acceptable
Hotels/motels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bed and breakfasts/inns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tent campgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RV campgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condominiums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Resorts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bars/taverns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retail stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Historic sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Festivals and fairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cultural centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitor tours of artisan studios	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitor tours of mission churches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Roadside interpretive displays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scenic turnouts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commercial outfitters and guides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast food restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grocery stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Roadside signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Souvenir shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitor Centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guided nature walks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bike trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hiking trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q12. One of the purposes of the Byway is to preserve the Hispanic culture and history of the San Luis Valley. To be sensitive to resident concerns, we would like to know how residents feel about sharing the local Hispanic culture with visitors and what residents feel would be the best ways of doing that.

a. Please indicate how much you agree or disagree with each of the following statements (check the appropriate box for each statement):

Sharing the Hispanic culture with visitors to the Byway would:	Strongly disagree	Disagree	Neither	Agree	Strongly agree
Increase local pride in the Hispanic culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dilute the Hispanic culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide a stronger sense of self-identity within the Hispanic culture and community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Revive the arts and traditions of the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<hr/>					
Assimilate the Hispanic culture into the mainstream American culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preserve the stories and folklore which have been passed down	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintain my desired image of myself and my community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Help local residents learn more about the Hispanic culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<hr/>					
Encourage local economic growth from cultural tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage Hispanics to actively participate in their culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Decrease the amount of Spanish being spoken among Hispanic residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commercialize the Hispanic culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increase the amount of Spanish being spoken among Hispanic residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q13. How active do you think public officials, private service providers, and public land managers along the Byway should be in sharing the Hispanic culture with visitors? (check one)

- very active
- moderately active
- somewhat active
- not at all active
- I don't know

Q14. What do you feel are appropriate ways to share the Hispanic culture with visitors to the Byway? (check all the apply)

- informally talking with visitors
- books written by residents
- books written by non-residents
- roadside signs and displays
- brochures or newsletters
- museums or cultural centers
- reenactments or living history programs
- formal lectures
- audio cassettes for visitors to listen to in their car
- opening cultural sites such as churches and ruins to visitors
- other (please specify) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Section IV.** These last questions will tell us about the people who participated in the survey. All responses are confidential and will be combined in the analysis of the results.

Q15. In what year were you born? \_\_\_\_\_

Q16. How many people currently reside in your household? \_\_\_\_\_ people

Q17. Do you own or rent property in the San Luis Valley? (check one)

own     rent     both

Q18. Do you: (check one)  have a permanent residence in the San Luis Valley?

have a seasonal residence (vacation or second home in the San Luis Valley?)

Q19. What is the highest level of education you have completed? (check one)

eighth grade or less

college graduate

some high school

some graduate school

high school graduate or GED

graduate degree

some college

Q20. What is your gender? (check one)  male     female

Q21. Which of the following best describes your ethnic background? (check one)

Hispanic

American Indian or Alaskan Native

Asian or Pacific Islander

White

Black

Other (please specify) \_\_\_\_\_

**Q22.** Is there anything else you would like to say about what it's like to live along the Byway or how the Byway should be managed?

Please fold the questionnaire and return it in the postage-paid envelope provided.

**THANKS VERY MUCH FOR YOUR HELP!**

**APPENDIX E**  
**Sign Plan**



## **Sign Plan – Interpretive Kiosk and Directional**

### **LOCATION OF FOUR GATEWAY KIOSKS:**

Each two-sided gateway kiosk consists of 2 “Welcome” panels on one side, identical on each gateway, and two site-specific panels on the other side.

- G-1 LCA Western Gateway - At Sand Dunes Turn-off from Hwy 17 Intersection of Hwy 17 and Six Mile Road
- G-2 LCA Southern Gateway - At 7-mile marker just north of New Mexico Border
- G-3 LCA Sand Dunes (Central) Gateway - At Sand Dunes Turn-off from Hwy 160 - Intersection of Hwy 150 and Hwy 160
- G-4 LCA Eastern Gateway - At eastern entry to Fort Garland on Hwy 160

### **LOCATION OF TEN LOW-PROFILE KIOSKS**

- LP-1 San Luis Lakes
- LP-2 Lane Six turn-off from Sand Dunes
- LP-3 Blanca Wetlands
- LP-4 Town of Blanca Park
- LP-5 San Luis Environmental Center & Capilla - top of Misericordia Mesa
- LP-6 San Acacio Depot
- LP-7 Rio Grande River Crossing
- LP-8 Overlook/Wildlife Site
- LP-9 Guadalupe Church
- LP-10 Manassa - Mormon Pioneer Story

### **TIME-LINE**

#### Gateway Kiosks

November 1, 1999 G1, G2, G3  
Final Draft to LCA Board

#### Low Profile Kiosks

February 1, 2000 Final Draft of all Low Profiles except LP-1, LP-2 and LP-3. Text only for LP-8. New text to accompany graphic design/layout for LP-7 and LP-10.

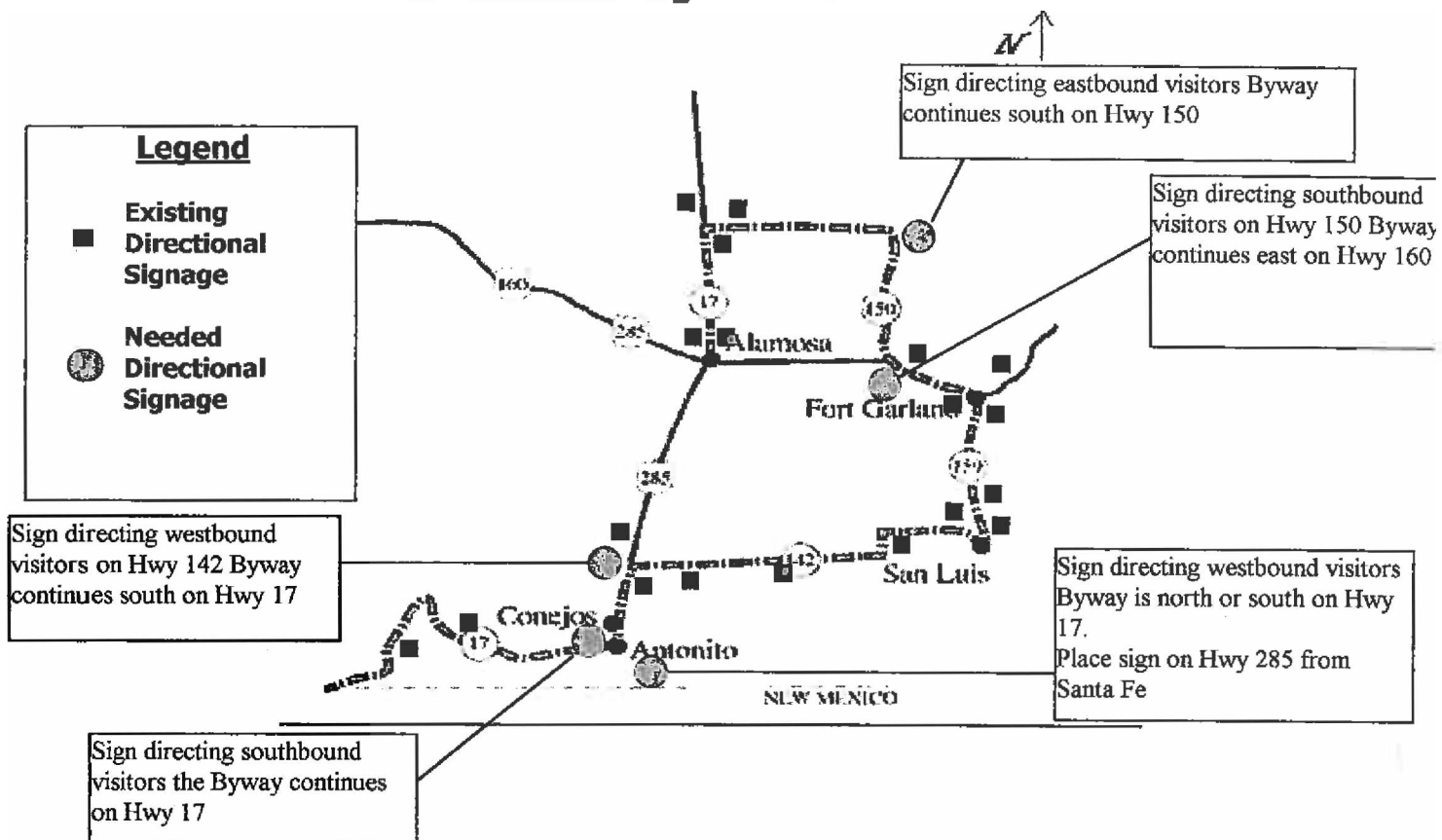
#### Long Term Plan

Coordinate with other agencies for new interpretation for - LP1, LP-2 and LP-3

Coordinate with Fort Garland’s proposed new townscape for G-4 or alternative

Coordinate with Fort Garland Museum LCA Interpretive Center for outside kiosk

## Directional Sign Locations



In addition to needed directional sign, place small LCA logo on selected existing signs and significant resource signs - related to guide book, narrative tape or map hand-out. Recommended for high-speed locations or at visually or environmentally sensitive places such as along Hwy 142.

### Sign Management and Consolidation Locations:

- Fort Garland – Hwy 159 & 160
- San Luis – Hwy 142 & 159
- Antonito – Hwy 17 & 285

**APPENDIX F**  
**Interpretive Master Plan**



# *Los Caminos Antiguos Scenic and Historic Byway*

## *Interpretive Master Plan*

*Prepared by  
Interpretive Management Associates  
263 Aspen Drive  
Divide, Colorado 80814-9692  
(719) 687-0160*

*Submitted to  
Costilla County Economic  
Development Council*

*October, 1994*



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## *Forward*

By Castelar "Cas" Garcia, Jr.

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The impetus for the Spanish exploration of the Southwest finds its roots in medieval legends -- Prester John and the Lost Cities of Gold -- which, in turn, find their basis in fact -- the lost cities of the Eastern Roman Empire.

The frenetic exploration of the Southwest was given great impetus by the discovery of the Inca and Aztec gold: and again, somewhat later, by stories of the slave, Ésteban. Northern New Mexico and southern Colorado were first visited by Spanish scouts, part of the Coronado expedition of 1540. Taos Pueblo was identified by that expedition as Pueblo de la Brava (Mean Woman Pueblo). The next major expedition occurred in 1598. This expedition unlike its predecessors, was an expedition designed to settle and to protect its frontier.

Settlement took place at the confluence of the Rio Grande and Chama Rivers in 1598. By 1603, the area known as the San Luis Valley had been mapped by the Spanish Army.

The cultural differences inherent in the imposition of a new religious system and a new form of government and the exploitation common to exploration led to rebellion by the indigenous people and the abandonment of the Spanish settlements of the North for a brief period of time. This new period in the development of the Southwest is important. The Indians now knew what European colonialism was all about and they, too, exploited their surroundings.

As we entered the 1700s of the Southwest, the Spanish were met by Indian migrations from the North pressured by American settlers from the East. During this period of time, many long-reaching events occurred. The Spanish brought their ranching skills, mining technologies and knowledge of irrigation systems which formed the basis of the development of the American Southwest.

The dislocation of the American Indian people and the European style of exploiting their environments provided the genesis of the Indian wars of the West. These included many wars and battles fought by the Spanish against the Indian nations: Comanche, Pawnee, Apache, Kiowa, Arapaho and the Pueblo Indians, and the later wars between the United States and the Indian nations.

The tensions that created the Indian war continued today in new forms. Instead of battles using arrows, hatchets and guns, we battle in courtrooms and legislatures over water, land developments and all those other matters incident to the tension between the urban and rural societies.

Los Caminos Antiguos Historic and Scenic Byway, starting at the border between New Mexico and Colorado, near the Escalante Trail and slightly north of San Juan de Los Caballeros, Oñate's settlement, was designed to provide a brief insight into the generation of the men and women, Indian and Spanish and later, Mormon, who traveled these roads and helped make this country what it is today.

As the Caminos Antiguos story unfolds, you will learn of Diego Rivera and his mining operations in Southern Colorado, the Spanish influence in trapping, the stories of Manuel Lisa, Marcelline Durán, Señor Peña, New Mexico's first historian; and the New Mexico Territorial Volunteers, the San Luis Valley's contribution to the American Civil War. These preliminary statements are an introduction to the stories of those early pioneers who traveled these "ancient roads" and giving the Southwest its unique flavor.



# Introduction

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The purpose of this interpretive master plan is to guide the interpretive services development along the Los Caminos Antiguos Scenic and Historic Byway in southcentral Colorado. Before presenting the details of the interpretive plan, it is important that the purpose of such a report be identified so that those involved with the project understand where it fits into the overall management plan. Interpretation is considered to be an excellent management tool in that it has the capability of fostering an appreciation of the area by educating visitors to the significance of historic and natural resources.

Interpretive services are categorized as personal services (those involving a naturalist or guide who communicates messages to the visitors face-to-face) and non-personal services (those involving media such as wayside exhibits, brochures, or other written, auditory or visual media to communicate those messages). Personal services have the advantage of being more effective since they are able to answer specific questions of visitors but it is much more expensive and often times not feasible to have hired staff. Recommendations of the interpretive master plan for personal vs. non-personal services must be measured in the ability of the project partners to realistically implement recommended services.

A well-thought-through interpretive master plan will:

- be a guide for interpretive services
- identify the media to be used in attaining the interpretive goals
- delineate partner responsibilities
- serve as a touchstone for interpretation when funding or phasing call for implementation
- maintain unity of thought and direction over time and through staffing changes.

Interpretive plans represent a "snap-shot in time," that is, they are put together with the best information available at the time of the plan's preparation. An interpretive master plan should be a fluid document. For this reason, it is important that the plan be reviewed annually by the partners to ensure that if opportunities that have arisen, audiences of goals have changed, or research findings reveal new information, the plan changes to accommodate the new condition.

The interpretive master plan will be an appendix to the Byway Management Plan. It is the view of the project steering committee that the interpretive plan will assist partners in obtaining future grant monies to implement interpretive services. The Byway Management Plan will guide management decisions made concerning the natural and cultural resources found adjacent to the byway and will delineate partner

*"Interpretation is the art  
of translating  
the language of nature  
and  
the voices of history  
into stories  
and experiences  
everyone can  
understand and enjoy"*

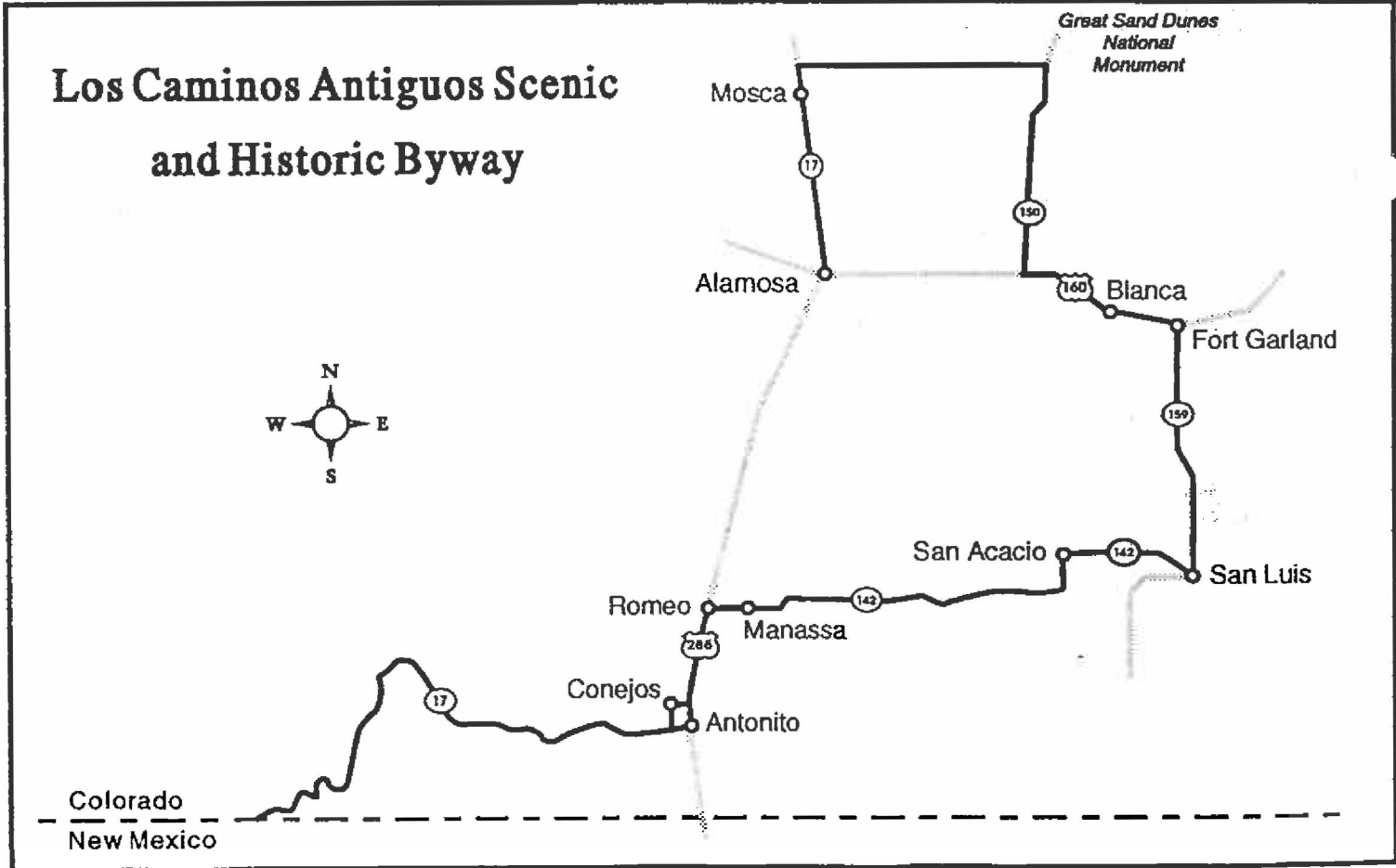
*--Interpretive  
Management  
Associates*

responsibilities and roles in preserving and interpreting those resources.

When funding is available, the phasing schedule outlined in the implementation section of this plan will allow projects to be carried out in a sequential manner that will build on previous portions of the visitor experience in order to create a unified overall experience.

Implementation of this plan:

- may provide opportunities for new partnerships
- will delineate themes and locations for interpreting them
- will strive to disperse use among sites to avoid congestion
- will integrate existing pullouts and overlooks into sites for recommended interpretation
- should not impact scenic views
- may generate unforeseen capital projects



## Overview of the Area

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The 129 mile byway begins in the San Juan Mountains at Cumbres Pass where Colorado meets New Mexico. The route crosses a broad, fertile valley floor, passing through several of Colorado's oldest communities, through Costilla, Conejos and Alamosa Counties and ends in the town of Alamosa, at the foot of the Sangre de Cristo Mountains.

Los Caminos Antiguos. The Ancient Roads, is a very appropriate name for the byway, considering the significance of some of the features along the route to the culture and history of the Southwestern people and the State of Colorado. The San Luis Valley is a cradle to the Pueblo peoples, particularly the Tewa. The Tewa origin myth refers to the "sandy place lake far to the north," a lake from which people issues from under the water to populate the earth. That site is now called San Luis Lakes State Park, at the northern end of the byway. The route curves around the southwestern flank of Mt. Blanca, one of the four sacred peaks of the Navajo Nation. Blanca Peak is the mythical home of "White Shell Woman," an important deity in the Navajo origin myth. The nearby "Cattleguard Site" was a camp and meat processing site to Folsom Man, some of the earliest known North American hunters, and has been excavated by Smithsonian Institute archeologists.

The Spanish were the earliest Europeans to explore the San Luis Valley, with documentation going back to the early 1600s. Parts of Colorado, along with most of the Southwest, were part of Spanish territory until 1821 when they became part of Mexico. In 1848, after signing the Treaty of Guadalupe Hidalgo, this area lost official ties with Mexico and became part of the United States Territory of New Mexico. Permanent settlement was established in the 1850s on land deeded to Mexican settlers under Spanish and Mexican land grant laws. These settlers retained their Spanish traditions and language because they were isolated from the influences of Mexico and affiliated with the United States in name only. Spanish tradition is retained despite the advent of communication with outside worlds and the invasion of Anglo culture into "The Valley."

The town of San Luis, established in 1851 and the oldest town on Colorado, has been designated a National Historic District. San Luis includes the oldest store in Colorado that is still under management of descendants of the original owners and the People's Ditch, the Number 1 Priority water right in the State.

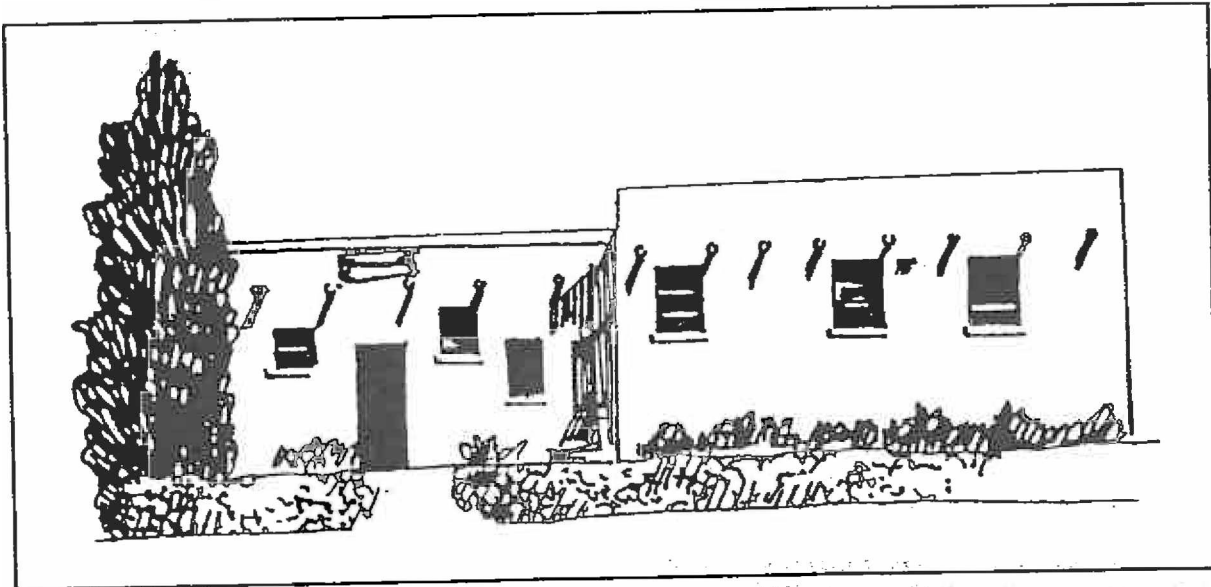
*"The Hispanic population in the earliest European settlement in Colorado, which was the northernmost territory of New Spain, has made a decision, for good or bad, to languish culturally in the past, while the rest of the world eagerly embraces progress in its headlong flight to a destiny yet to be determined."*

*--Maclovio Martinez*

Nearby is part of the documented route of Spanish explorer, Don Diego De Vargas, who, in 1694, looped north through the lands adjacent to the Culebra River then forded and followed the Rio Grande south back into current New Mexico.

The byway takes the traveler through the town of Ft. Garland, site of a military outpost in the Colorado Territory, commanded for a period of time by the legendary Kit Carson. The byway also gives travelers opportunities to experience the influence of Mormon, Japanese, Dutch and other ethnic and religious groups who made contributions here.

Railroad history would be incomplete without mention of the influence of the narrow gauge Denver & Rio Grande Railroad on the development of railroad-ing in the mountains. Alamosa was a hub of rail activity in the San Luis Valley. Several times a day trains brought in people and left filled with livestock, lumber and produce. Antonito, also a rail hub, was the northern end of The Chile Line that went south to New Mexico. Today the Cumbres & Toltec Scenic Railroad offers tourists the delight of the longest and highest narrow gauge scenic railroad in the country.



# Partnerships and Purposes

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Rural areas have come to understand the economic benefits of tourism and attracting visitors to their towns for a variety of other reasons. As recreation becomes increasingly important, not only to the economy of the country, but to the healthful quality of our lives, its role in economic development cannot be overlooked. The Scenic Byway program itself serves to bring visitors to areas where they might not otherwise have visited. Interpretive services along a byway will enhance the visitor experience and, perhaps, entice visitors to return again or to stay in the area longer to gain a full appreciation of the local natural and cultural resources.

In southcentral Colorado, partnerships between local communities, county governments, the Bureau of Land Management (BLM), Colorado State Parks, National Park Service (NPS), the Forest Service (USFS), Southcentral Tourism Region (SoCeT) and the San Luis Valley Tourism Council have formed to showcase the area's history, culture, recreation and other attractions as economic development supports.

Local governments are playing an important role in the promotion of these amenities by developing partnerships with State and Federal agencies and organizations. By becoming partners with public agencies that have a long history of providing services for the public, these communities are the beneficiaries of the experience and infrastructure of those agencies.

For example, the USFS and the BLM manage many diverse recreation resources that include mountain terrain, wilderness, historic structures, prehistoric artifacts, river recreation and geologic landforms. In the 1990s both agencies, in partnership with local communities along the byway, are in positions to meet the recreation demands in many of these areas and provide leadership and advice to local communities wishing to take advantage of historical, geographical or natural features that might attract visitors.

## Bureau of Land Management

The BLM's mission and purpose is multiple use management, with emphasis on ecosystem management. With passage of the Federal Land Policy and Management Act of 1976, BLM was directed to manage public lands for a number of multiple uses, including recreation. In 1989, the "Recreation 2000" initiative was developed, placing more emphasis on recreation management. The goal of "Recreation 2000" is to create a better awareness and understanding on the part of the public for the importance of outdoor recreation opportunities.

*"At a crossroads between their culture and traditional values and the future, the people of the valley are moving rapidly into conflict with the future. The continuity of the Hispanic family heritage, the pastoral economic base, the Spanish language and a history of relative isolation has created a certain socio-economic purity of exceptional interest. Yet, development and the emigration of young people from their roots because of a lack of educational and economic opportunity has begun to dilute the purity of culture among the people."*

--Randall Teeuwen

BLM administers 8.3 million acres of Public Land within the State of Colorado for a variety of uses.

### US Forest Service

The Forest Service motto is: *Caring for the Land and Serving the People*. The Multiple Use Sustained Yield Act of 1960 charges the USFS with the responsibility to: "...provide a sustained flow of renewable resources--timber, outdoor recreation, forage, water, wilderness, wildlife and fish... and administer the non-renewable (mineral) resources of the National Forest System...in a combination that best meets the needs of society now and in the future."

In addition, the National Forest Management Act and the National Environmental Protection Act are both use management and the growth of recreation as an important Forest Service activity. Interpretive services activities and programs are designed to develop visitor interest, enjoyment and understanding for the National Forests and the mission of the Forest Service in managing those public lands.

### Southcentral Tourism Region

The purposes of SoCeT are to promote tourism opportunity in member counties. Counties represented by SoCeT are: El Paso, Teller, Park, Alamosa, Saguache, Costilla, Conejos, Lake, Rio Grande, Custer, Fremont and Mineral. Some of the cities and towns included are: Colorado Springs, Woodland Park, Fairplay, Leadville, Buena Vista, Salida, Canon City, Del Norte, Alamosa, San Luis, Antonito and Creede.

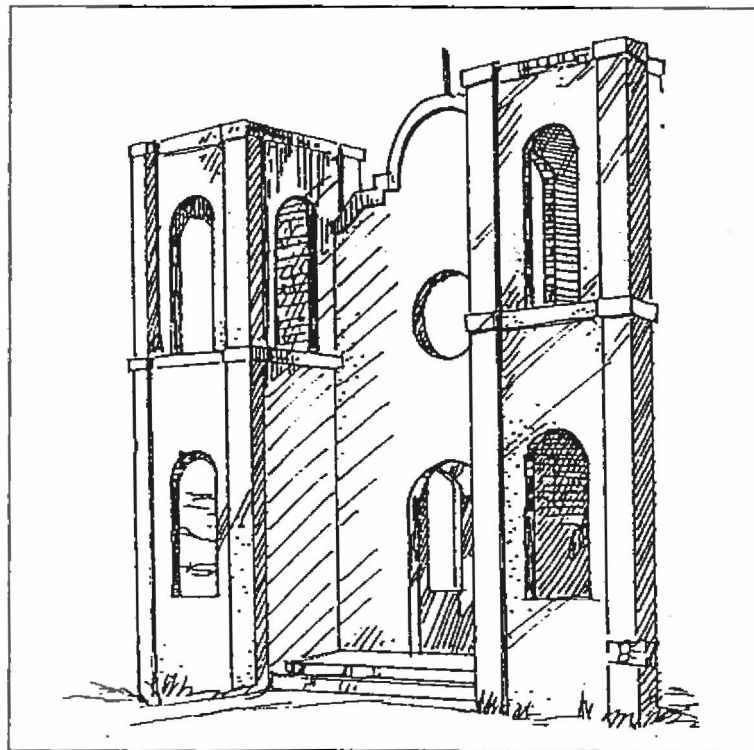
### Colorado Historical Society

Colorado Historical Society has established a program to inventory and renovate existing historical markers along Colorado roadways. Their inventory indicated that three sites along the Los Caminos Antiguos Scenic and Historic Byway would be appropriate for Colorado Historical Society interpretation. Those sites are Antonito, San Luis Park and Ft. Garland, all of which have already been identified as important interpretive sites by the recommendations of this plan.

As part of the Colorado Historical Society program, their staff will be able to serve as a resource for historical information for interpretive panels and serve as a clearing house to evaluate final exhibit text for the Byway.

Funding through the ISTEPA funds with matching monies through the Historical Preservation Fund will allow the Colorado Historical Society to donate approximately \$35,000 to the Los Caminos Antiguos Scenic and Historic Byway for exhibits and kiosks at these three sites.

Colorado Historical Society has developed conceptual designs and construction drawings for wayside exhibits that are included as part of this plan in Appendix C. Modifications to the plans can individualize panel layout and materials to fit the needs of specific interpretive sites. The Byway Committee must decide whether to have the kiosks at these sites be similar to other byway designs or to Historical Society designs or to make the byway design and the Historical Society design the same.



# Special Considerations

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## Land Patterns

The Los Caminos Antiguos Scenic and Historic Byway is not a contiguous block of public land. The route of the byway winds through much private land and many of the special historical features are on private property. There is potential for conflicting uses between byway travelers and private landholders if the message of respect for private property is not stressed to visitors.

## Multi-Agency Management

The byway is managed by cooperative agreement between the BLM, the USFS, Colorado State Parks, NPS, the three counties (Conejos, Costilla and Alamosa) and the communities that surround the byway route. At present, the interagency planning team is overseeing the development and implementation of a Byway Management Plan that will guide management of the byway.

## Interpreting Cultural Heritage

One of the major characteristics of the area, and one reason the route was selected for Historic Byway status, is the Hispanic influence on the cultural heritage and the importance of that heritage in the development of the history of the State of Colorado. This cultural influence will be what attracts visitors to the byway and surrounding communities, resulting in the economic benefits of tourism. At the same time, it is something that drives the everyday lives of the local inhabitants. To interpret the character of the area is to interpret a heritage that lives on.

In each interpretive plan resource values must be assessed in terms of resource protection and the question, "*Will the integrity of the resource be damaged or compromised by the presence of interpretive services?*" must be answered. If the answer to that question is "yes," or may be "yes" in the future, then the recommendation is not in the interest of resource protection and will not be made. That "yes" answer renders the resource as *uninterpretable*. It is the purpose of this plan to recommend interpretive services and media that have minimal impact on the privacy of the residents since it is their heritage that gives the Los Caminos Antiguos its special flavor.

## Technical Accuracy

Technical accuracy in illustration and writing is the most important element in the creation of interpretive services. Accuracy is essential for interpretive media to communicate the messages managers want visitors to understand.

Those who handle the research and writing of interpretive media for the Los Caminos Antiguos project must make the effort to seek out current research and firsthand sources. There is a wealth of information, not only in public libraries but in the private collections of the citizens of the area. In the search for information on the significant resources of the area, these documents were brought out and their owners made it known that they are more than willing to share information about their culture. It is recommended that oral interviews serve as a major source of information for the exhibit text for this project.

It will be important to have specialists review text and artwork if there is any question about the background / reference materials for this project. It is recommended that graphic artists do illustrations from photographs rather than use the interpretations of other artists because of the chance of integrating misinterpretations into the illustrations.

Although technical accuracy is of utmost importance in any interpretive project, it takes on an especially sensitive role when the object of interpretation is a heritage that continues to live today.

# Visitor Analysis and Existing Activities

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There are two sources of demographic information about the vacationing public that are beneficial to planning for the Los Caminos Antiguos audience. Those are, Better Homes and Gardens Family Vacation Travel Survey, a special study prepared by the U.S. Travel Data Center in 1993 for Better Homes and Gardens and Colorado Opportunities in the U.S. Pleasure Travel Market, a travel and tourism study produced by Longwoods Research Group, Ltd. for the Colorado Tourism Board in 1990 with updates in 1991.

In 1989 the BLM published Recreation Futures for Colorado, a document that provides the framework for implementation of Recreation 2000: A Strategic Plan. It charts the course of action for achieving the goals and objectives of Recreation 2000. Some of the background information in that report came from sources other than the two listed above and may be useful for our purposes as it corroborates findings from the Better Homes and Gardens Family Vacation Travel Survey and the Longwoods Study.

Colorado Opportunities in the U.S. Pleasure Travel Market is the most complete and recent study done specifically for the State of Colorado.

In 1987 Marketing Analysis For a South Central Colorado Arts, Crafts and/or Cultural Center was prepared for the San Luis Valley Economic Development Council. It provides some information on visitation that could be used for purposes here.

Another document, South Central Colorado Economic Development Guide, provides information about recreational opportunities in the tri-county area that helps define activities in which visitors to the byway can take part.

The Comprehensive Tourism Marketing and Funding Analysis for Southern Colorado's San Luis Valley (1990) provides visitor demographic information that was collected in 1988-89.

The Better Homes and Gardens Family Vacation Travel Survey was based on data collected each month by telephone interviews from a national probability sample of 1500 adults representing the total adult, civilian, non-institutional population of the contiguous United States. The entire sampling frame represents 98% of all telephone households. Data was collected from each respondent about travel behavior in the past month. For these purposes, a trip was

defined as each time at least one adult per household traveled to any destination at least 100 miles away from home (one way). Exclusions were: 1.) travel as part of an operation crew on a mode of transportation, 2.) commuting to work, and 3.) student trips to and from school.

Findings of general interest from the Better Homes and Gardens Family Vacation Travel Survey are:

- A projected 88.3 million adult travelers took at least one family vacation in 1992, up 2.6% over 1991.
- Adults traveling without children represented 55% of these travelers and 61% of those not traveling with children.
- A total of 99.4 million adult travelers intend to take a family vacation in 1993, an increase of 5.6% over 1992.
- The most important reasons for taking a family vacation were:
  - being together as a family (87%)
  - finding rest and relaxation (72%)
  - getting away from the stress of work and home (71%)
- 46% of the travelers plan to spend the same amount of money as they did in 1992 and 48% plan to spend more in 1993
- Most travelers spent \$1000 or less on their vacations; 40% spent \$500 or less and a small portion spent over \$1000
- The majority of respondents who plan to travel in 1993 were married (71%) and 52% were between 25-44 years old. 52% had annual incomes of \$40,000 or more and 25% held professional / managerial positions.
- The most popular destinations were:
  - ocean or beach (38%)
  - historical sites (34%)
  - cities (28%)
  - lakes (27%)
- Those travelers who took children along were more likely to visit oceans / beaches (36%) and historical sites (36%) than were those traveling without children.
- Many of the travelers resided in the Mid Atlantic, South Atlantic, East, North, Central and Pacific regions of the U.S.
- The range of vacation costs for those most likely to visit historical sites is \$501-\$1000 per trip and their family income is generally over \$40,000 per year.
- 73% of adult travelers have at least some college experience.

Findings of general interest from the Colorado Opportunities in the U.S. Pleasure Travel Market are:

- The Outdoor Market Mix for the U.S. is 7.7%; for Colorado is 16.6%.
- Sports and recreational activities most popular for Colorado vacationers are:
  - \*Camping (71%)
  - \*Swimming (54%)
  - Aerobics/jogging/weight training (54%)
  - \*Bicycling (51%)
  - \*Freshwater Fishing (46%)
  - Downhill Skiing (37%)
  - \*Golf (29%)
  - \*Hunting (28%)
  - \*Tennis (28%)
  - \*Power Boating (26%)
  - \*Mtn. Climbing (23%)
  - Racquetball (22%)
  - \*Horseback Riding (18%)
  - \*Birdwatching (14%)
  - Cross-country Skiing (11%)
  - \*Canoeing (10%)
  - \*Whitewater Rafting (10%)
  - Sailing (8%)
- Social and cultural activities most popular for Colorado vacationers are:
  - \*National / State Parks (80%)
  - \*Historic Sites (65%)
  - \*Museums (60%)
  - Zoos (53%)
  - \*Art Galleries (34%)
  - Theme Parks (33%)
  - Rock Concerts (33%)
  - Live Theater (27%)
  - Major League Football (26%)
  - Symphony Concerts (19%)
  - Major League Basketball (17%)
- The most popular states of residence for Colorado vacationers in 1990-91 were:
  - Colorado (17.5%)
  - Texas (10.5%)
  - California (10.5%)
  - Missouri (5.6%)
  - Illinois (5.6%)
- Average stays away from home are slightly longer for Colorado vacations than for other locations in the U.S.; 6.5 days vs. 5.5 days with 4.7 days, or 72% of the vacation in Colorado being spent at the main destination site.
- The average age of Colorado vacationers is 39 years of age.
- 73% of Colorado vacationers have completed at least some college
- 53% of Colorado vacationers are married
- 66% of Colorado vacationers are in white collar or managerial positions; 34% are in blue collar occupations
- 43% of Colorado vacationers' household incomes is \$40,000 or more

• Los Caminos Antiguos Scenic and Historic Byway •

Findings of general interest from other sources as cited in the Recreation Futures for Colorado are:

- Colorado's tourism industry was rated as the second most important contributor to the State's economy in 1989. (Twenty-Fourth Annual Colorado Business / Economic Outlook Forum, 1989)
- Visiting friends and relatives is the most important reason for visiting Colorado, given by 36% of all tourists; 25% are sightseers; 14% are involved in active recreation (Longwoods)
- Visitors are presently more aware of Colorado's winter recreation than its summer recreation attractions. Colorado ranks first in top-of-mind winter recreation but fourth in terms of summer recreation (Longwoods)
- During 1987, an estimated 22 million travelers came to or passed through Colorado and spent approximately \$5.4 billion (in and out-of-state and business and pleasure visitors) (Longwoods)
- Colorado's summer tourism market consists of adults who are 24-54 years of age with household incomes of \$30,000 plus have a family orientation (Longwoods)

The purpose of research done for the Comprehensive Tourism Marketing and Funding Analysis for Southern Colorado's San Luis Valley was to find information about tourists traveling through the San Luis Valley. Data was collected and analyzed in the areas of:

- visitor itinerary
- group characteristics
- travel planning
- information needs
- traffic flow to and through the San Luis Valley

Additional data was collected pertaining to the effects that tourists have on San Luis Valley businesses but it is not pertinent to this plan. The analysis of trip characteristics was used to determine economic influences of tourists. It also provided insight into the seasonal fluctuation of automobile-based tourists.

The following findings are keys to the study:

- 68% of the respondents were Caucasian
- 31.2% of the respondents were Hispanic
- 71.6% of the respondents were male
- 56% of the respondents were married
- Automobiles are the standard mode of transportation to and through the San Luis Valley
- Average party size was 2.1 people
- Over 89% of the respondents had been to the San Luis Valley before
- Over 64% of the respondents used motels as their primary source of lodging
- 67.4% of respondents planned to spend \$50-\$99 per day

\* Activities taking place on or near Los Caminos Antiguos Scenic and Historic Byway

- .6% of all vehicles are RV's
- 90.4% of businesses experience seasonal fluctuations
- Perception is the San Luis Valley is the coldest place in the U.S.
- 50.3% of travelers are from the Rocky Mountain Region
- 34.8% of travelers are from the Southwest
- 42.6% of travelers were from urban areas
- 34% of travelers were from smaller metropolitan areas
- 23.4% of travelers were from rural areas
- Travelers came from (in descending order) Colorado, New Mexico, Texas and Oklahoma
- Front Range perception of the Valley seems to be negative or non-existent
- Albuquerque perception of the Valley seems to be negative or non-existent
- Summer is the highest travel time, followed by fall
- 89.4% of travelers relied on previous experience to determine their destination
- 64.5% of travelers relied on maps to determine their destination
- 38.5% of travelers relied on friends and relatives to determine their destination
- 29.1% of travelers relied on the Colorado Tourism Board to determine their destination
- 24.8% of travelers relied on brochures to determine their destination

Trip purposes included the following:

- just passing through (44.7%)
- downhill skiing (35.5%)
- cross-country skiing (20.6%)
- friends/relatives (19.9%)
- sightseeing (14.2%)
- hiking/camping (13.5%)
- fishing/hunting (7.8%)

- 77.2% of visitors stayed one night
- VISA was carried by 57.4% of travelers to the San Luis Valley
- 69.5% of travelers had at least some college education
- 50.9% of travelers were between 18 and 45 years
- Major outdoor activities enjoyed by travelers coming to and through the San Luis Valley included:
  - fishing
  - hiking
  - skiing
  - hunting

When asked what could be done to entice them to spend more money in the San Luis Valley, 17% of the respondents asked for additional information on the Valley; 15.6% wanted improved roads; 14.2% wanted more night life; the same percentage wanted more activities and 10% wanted improvement in the quality of restaurants.

The Best information for this plan from Marketing Analysis for a South Central Arts, Crafts and/or Cultural Center was in the form of a car count. The Colorado Department of Highways has counted 11,000 cars driving in or out of Alamosa each day on Highway 160. On Highway 285 there are 8,200 cars driving in or out of Alamosa.

A license plate study conducted in 1985 showed that a 30% plus rate of automobiles were from northern New Mexico, Huerfano, Gunnison, Archuleta, Pueblo, La Plata and Hinsdale Counties.

The South Central Colorado Economic Development Guide indicates which recreational activities take place in the three counties.

In Alamosa County:

- Great Sand Dunes National Monument
- Alamosa National Wildlife Refuge
- Adams State College Museum and Art Gallery
- Natural hot springs

In Conejos County:

- Cumbres & Toltec Scenic Railroad
- Our Lady of Guadalupe Church
- Conejos River and La Jara and Platoro Reservoirs
- Hunting on the Rio Grande National Forest

In Costilla County:

- San Luis, oldest town in Colorado
- San Luis Museum and Cultural and Commercial Center
- Fort Garland Museum
- Rio Grande River and the Sanchez and Smith Reservoirs

This demographic information indicates that the Los Caminos Antiguos Scenic and Historic Byway was created at the right time with the proper focus. The stories of the San Luis Valley are little known and will provide meaningful experiences for those visiting historical sites and nearby recreational activities. Success of the venture hinges on "getting the word out" to those who will visit. Promotions recommendations are listed in Appendix A.

*Purposes of the  
Los Caminos Antiguos  
Scenic and Historic Byway*

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are to:

- Commemorate the cultural traditions of the San Luis Valley's ethnic groups and communities
- Enhance the appeal of the area as a tourism destination to increase economic development opportunities

# *Goals of Interpretation for Los Caminos Antiguos Scenic and Historic Byway*

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are to:

- Provide visitors to the byway with the opportunity to take advantage of orientation, information and interpretation
  - Provide quality interpretive services at a variety of locations along the byway
- Instill an understanding of the significance of Hispanic influences to Colorado and the Southwest
  - Instill an understanding of the importance of natural and cultural resources to our National Heritage and communicate messages that encourage positive behaviors and respect for these resources
- Provide visitors with sufficient information about activities along the byway so that byway visitation becomes a positive impact on the economic development of the region

# *Inventory of Significant Resources*

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Although every avenue was explored when assembling this inventory of significant resources, it is possible that additional significant resources might be discovered during the research and writing of text for interpretive media. Three potential resources which could not be assessed for appropriateness to this section are: San Luis Courthouse, Taylor Tract and Land Grant and Outlying Communities from San Luis. It is recommended that these three, in particular, be assessed as potentially significant and interpretive storylines.

## Paleo-Indians (Folsom Period)

The cultural significance of the area surrounding the byway can be documented to some of the earliest known North American hunters, whose time frame is referred to as the Folsom Period. One San Luis Valley campsite had been dated to 10,800 years before present.

## Origin Myths and Spiritual Power Points

The culture of some of the Pueblo peoples, particularly the Tewa, maintain a tradition that refers to the "sandy place lake far to the north," which is generally interpreted as being San Luis Lakes State Park.

Blanca Peak is Colorado's fourth highest peak and one of the four sacred peaks of the Navajo Nation and the mythical home of White Shell Woman, an important deity in the origin myth of the Navajo people.

## Ft. Massachusetts and Ft. Garland

Ft. Massachusetts, built in 1852, was replaced by Ft. Garland, a permanent Army Post established in 1858. Ft. Garland was manned by Company B 1st New Mexico Volunteers, an Hispanic company from the San Luis Valley that fought in the Civil War. It was also manned by regular Army units that included one regiment of Black soldiers, known as the Buffalo Soldiers and was, for a brief time, commanded by the legendary Kit Carson.

## Oldest Town in Colorado

The Town of San Luis, established in 1851, is the oldest town in Colorado and has been designated as a National Historic District. Among other features it includes the oldest store in Colorado still under management of the

descendants of the original owners and the People's Ditch, the number one priority water right in the State.

## King's Turquoise Mine

The King's Turquoise Mine was first discovered by southwestern Indians who used its turquoise for personal adornment, religious ceremonies and trade. Mr. Israel Purvoise King dug into the mine in 1890 and in the late 1930s, W.P. King, his grandson, discovered the largest vein of turquoise ever found. The mine, still in the King family, produces fine blue and green stones.

## Jack Dempsey

The Town of Manassa is hometown to the famous boxing legend, Jack Dempsey, known as "The Manassa Mauler," a nickname he earned as he fought in the mining camps of the surrounding mountains. He was the first boxer in history to draw a one million dollar gate.

## Pike Stockade

The Pike Stockade is where explorer, Zebulon Pike established a winter post in 1807. On their first encounter with Spanish soldiers, Pike and his men were taken prisoner and held for nearly one year.

## Oldest Congregation

The Town of Conejos is the home of Our Lady of Guadalupe church, currently recognized for having the first congregation established in Colorado.

## Cumbres & Toltec Narrow Gauge Railroad

The Town of Antonito is the eastern terminus of the Cumbres & Toltec Narrow Gauge Railroad, which is the nation's longest and highest narrow

gauge railroad. It is jointly owned by the States of Colorado and New Mexico.

### Zapata Falls

Zapata Falls is a spectacular waterfall which is located on the west slope of the Sangre de Cristo Mountain Range. Since the turn of the century, residents of the Valley have enjoyed the falls for its recreational value as well as for its solitude and tranquillity.

### Blanca Wetlands

Managed by the BLM, Blanca Wetlands is a 7000 acre wetlands which provides spectacular wildlife viewing, photography and fishing and hunting opportunities.

### Rio Grande

The Rio Grande offers excellent fishing, photographic, educational/wildlife viewing opportunities and, due to the tranquil state of the river in the vicinity of the byway, family rafting opportunities.

### Aquifers and Closed Basin

Elevations in the San Luis Valley and surrounding mountains are responsible for the artesian wells and the closed basin in the northern end of the Valley. Closed basin means that water flows into the northern part of the valley but none flows out; this also creates the pressure required for artesian wells to develop.

### Penitentes

The Fraternal Society of Our Father, Jesus of Nazareth, commonly referred to as Penitentes, has long been a part of every Hispanic community in southern Colorado and northern New Mexico.

### Dune Formation

For eons the winds have swept across the San Luis Valley, picking up sand and dust and carrying it eastward. As the wind funneled through three mountain passes, the sand was dropped at the base of the Sangre de Cristo Mountains to form the sand dunes of the Great Sand Dunes National Monument.

### Multi-Cultural

Many of the valley's communities retain the flavor of their origins, enriching Colorado's multi-cultural heritage.

## Denver & Rio Grande Railroad

Colorado's first home railroad, the Denver and Rio Grande, was begun in 1871 and by 1890 the San Luis Valley was an important hub in which arriving trains brought passengers and supplies and left with ore, lumber, livestock and produce.

### Commons

The San Luis Vega (La Vega), a relatively small section of the million acres of the Sangre de Cristo Land Grant, was deeded to the people of the Culebra Valley and is the last remaining commons in Colorado.

### Diego De Vargas Expedition

The first documented exploration into the area comes from the diaries of Diego De Vargas who first entered the San Luis Valley in 1693, fording the Rio Grande del Norte southeast of Manassa.

### Stations of the Cross

A series of sculptures that depict the last hours in the life of Christ, Stations of the Cross is a half mile trail located in the center of San Luis and built by the parishioners of the Sangre de Cristo Parish.

# Statements of Significance

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Statements of significance are the major characteristics of the byway that make the area distinctive. If visitors comprehend the statements of significance, they have a grasp of the essence of the byway's importance. These statements are the basis of interpretive themes that will be woven into all interpretive messages.

- The history of human occupation in the San Luis Valley spans the past 11,000 years beginning with the Folsom Period, some 11,500 years before present, which has been closely linked to the abundant natural resources of the San Luis Valley.
- Spanish and Mexican Land Grants allowed immigrants to move northward into what is now northern New Mexico and southern Colorado. This culture was so isolated from the influences of Mexico City and later, from the United States, that the traditions brought with these immigrants have been little influenced or changed for generations. Consequently, many of the valley's communities retain the flavors of their origins.
- This cultural heritage includes a range of spiritual beliefs connected to Hispanic heritage, to the earth and to specific landforms throughout the Valley.
- The aridity of this high, cold desert has shaped plant and animal survival strategies and water continues to play an integral role in the activities of the Valley -- farming, ranching, wildlife viewing, and recreational pursuits, to name a few.
- The aborted rifting apart of the continent, huge volcanoes, thousands of cubic miles of volcanic rocks and the influence of erosion and deposition are related to today's economic activities. Geology is a major influence on the history of humans in the Valley and is a contributing factor in development of present ecosystems. Geology can also be tied to the unique valley ecosystems and the headwaters of the Rio Grande and its national importance.
- Mining in the mountains to the west has also influenced the Valley. From the early Indian use of turquoise to the rock used in the governor's mansion to the Summitville fiasco, mining has a long history of positive and negative impacts to the valley.

# *Interpretive Theme*

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Themes are those ideas that are so important that we want every visitor to the byway to understand them; it is critical to visitors' understanding of the byway's significance that visitors go away knowing the theme of the byway.

**The history of what is now the State of Colorado began in this area with the culture of the Hispanic people and has influenced development in the entire southwestern United States.**

## *Sub Themes*

- Geological forces influenced the formation of a variety of ecosystems that have sustained generations of Indian, Spanish, Mexican and Anglo residents with the natural resources to provide for their basic needs.
- Explorers penetrated the San Luis Valley to verify or dispel intriguing stories of riches and desolate lands.
- Spain and Mexico played major roles in populating what is now southern Colorado and their influence is indelibly imprinted on the land through its people.
- Settlers attracted to the area found mining, timber, agriculture and ranching rewarding endeavors that continue to support many modern-day residents.

# Interpretive Media Recommendations

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## • Kiosks

Visitors will be able to stop at designated pullouts to gain interpretive messages about byway themes that are relevant to the geographical area in which they are driving. Kiosks will include large (42"x30") and small (42"x16") interpretive panels and the material will be of embedded fiberglass. Each kiosk will have an orientation panel and at least one activity-oriented panel that will encourage visitors to take part in some activity along the byway and one panel that will be directed toward children, relating exhibit theme to activities children will enjoy. Recommendations are for two sizes of kiosks, one with four panels (small kiosk) and one with eight panels (large kiosk). There are many designs for kiosks, samples follow these recommendations and are included in Appendix C.

## • Wayside Exhibits

Wayside exhibits are recommended for several sites along the byway where specific interpretive messages are important to the story of the byway but there is no need for visitor orientation. Size for the waysides is recommended to be 36"x24" and the exhibit material embedded fiberglass. Mounting and framing should be of powder-coated steel.

## • Lure Brochure

In order to promote the byway to potential visitors, a "lure" brochure should be designed. The purpose of brochures such as this is to lure visitors to the area through enticing photographs and a limited amount of text. This brochure will be disseminated through local Chambers of Commerce, visitor centers, museums, brochure racks, at trade shows and other sources of public information.

## • Activity Booklet

Since children and families will represent a significant proportion of the byway's visitors, it is recommended that media be developed that is targeted specifically toward children. An activity booklet would contain activities that focus on local natural and cultural resources but relate to concepts that children can take home and relate to other locations. By including some activities that can be done both "on the road" and at home, this message can make the connection between the byway and people's daily lives. Some activities should be child-oriented and others be oriented toward a child with the assistance of adult or sibling. A center pull-out portion will be directed toward adults who want more in-depth information. The following guidelines are recommended for the activity booklet:

- oriented to 5-10 year old children
- 24 pages in length
- sell for approximately \$3.95
- checklists, puzzles, fill-in-the-\_\_\_s, word finds
- be visually fun

## • Historic Tour Booklet

The history of the San Luis Valley is a subject that will be of interest to many visitors. Through the use of a site-specific historic tour booklet, visitors will be able to drive to specific sites and get out to walk or sightsee, using the tour booklet as a guide. It could be a sales item that local businesses and resorts could sell with their own stock. The following guidelines are recommended for this booklet:

- oriented to local historical sites
- approximately 16 pages in length
- small format
- sell for approximately \$2.95
- enhance visitors' experiences along the byway
- use of black and white photos, drawings and maps

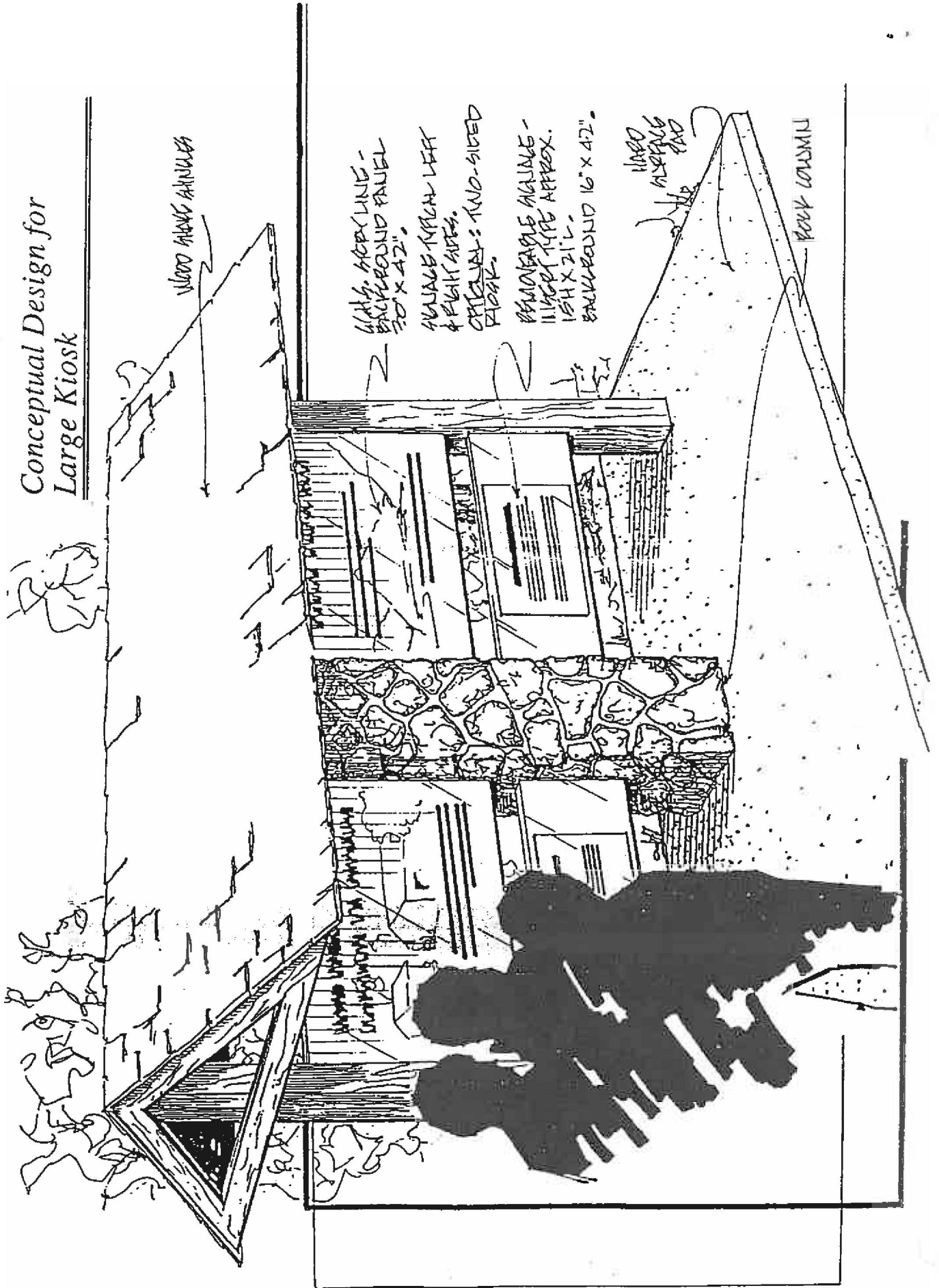
## • Promotional Video

It is recommended that a short video about the byway be produced for show at travel and trade shows and as a sales item in local stores, museums and visitor centers. Holiday Films, a producer of many National Park videos, will be contacted to assess their interest in the project. Oftentimes, Holiday Films will create the video, without cost to the client and revenues are shared upon sale of the video.

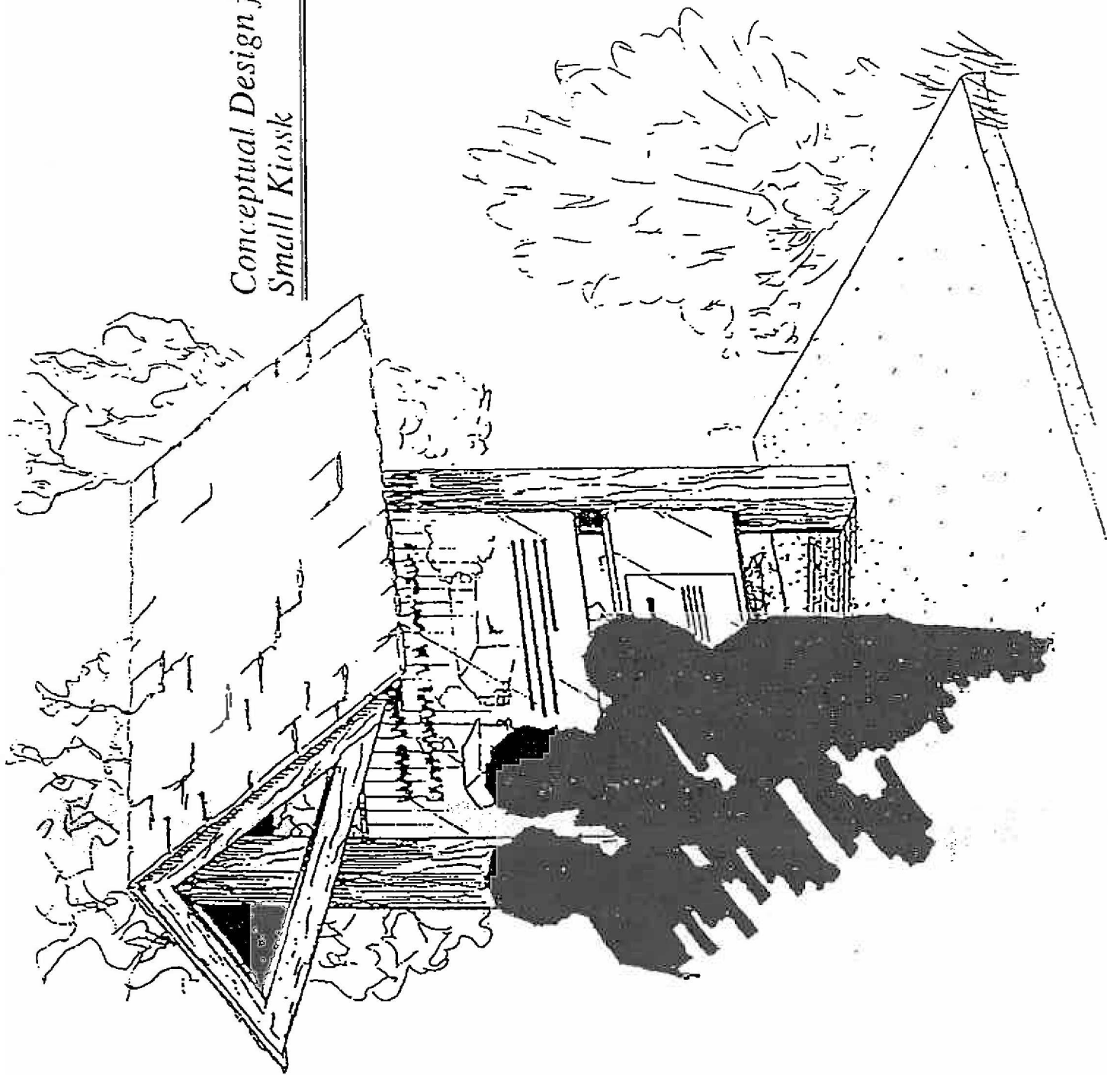
## • Audio Tape Tour

An additional medium that could serve as a sales item and as an enhancement to visitors' byway experiences is an audio tape tour that is linked to specific sites along the byway. Since visitors have very different destinations, it is recommended that three segments of the byway each have a separate tape: Alamosa to Ft. Garland; Ft. Garland to Antonito and Antonito to the New Mexico state line. Recommended topics are listed in Appendix D.

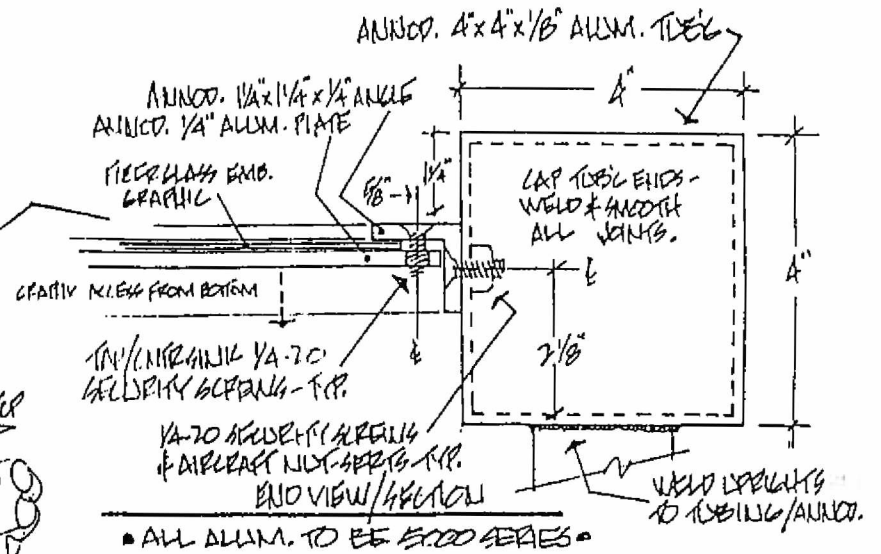
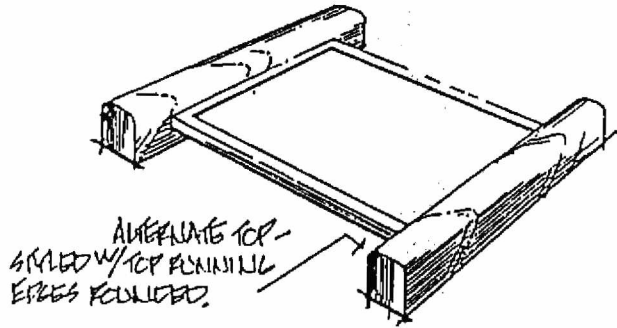
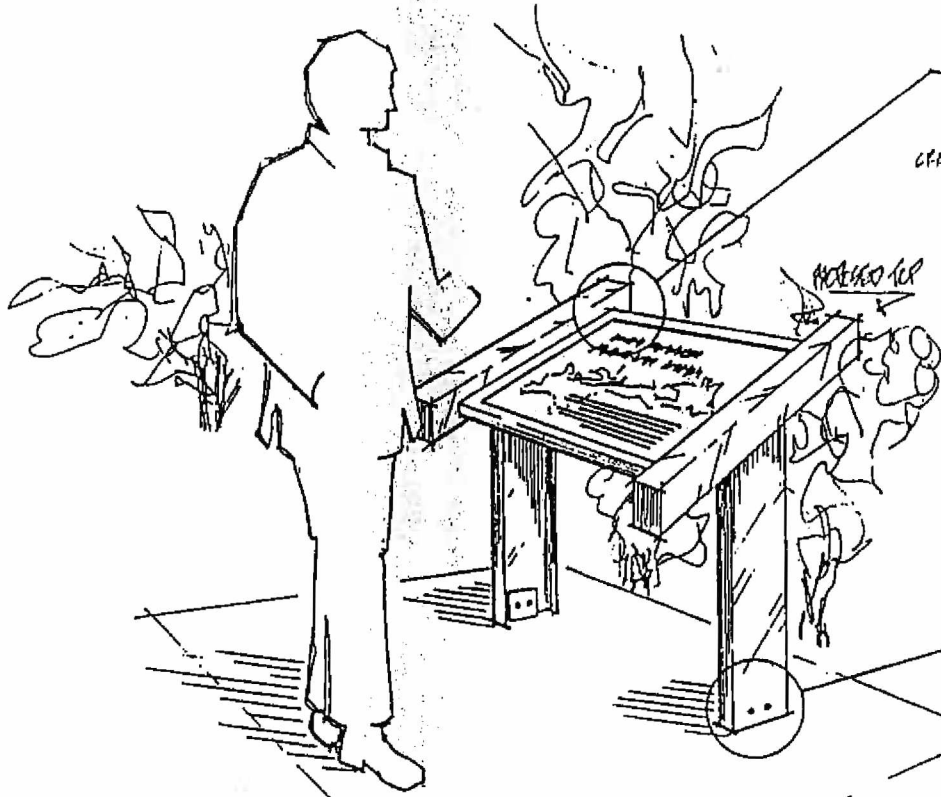
# Conceptual Design for Large Kiosk



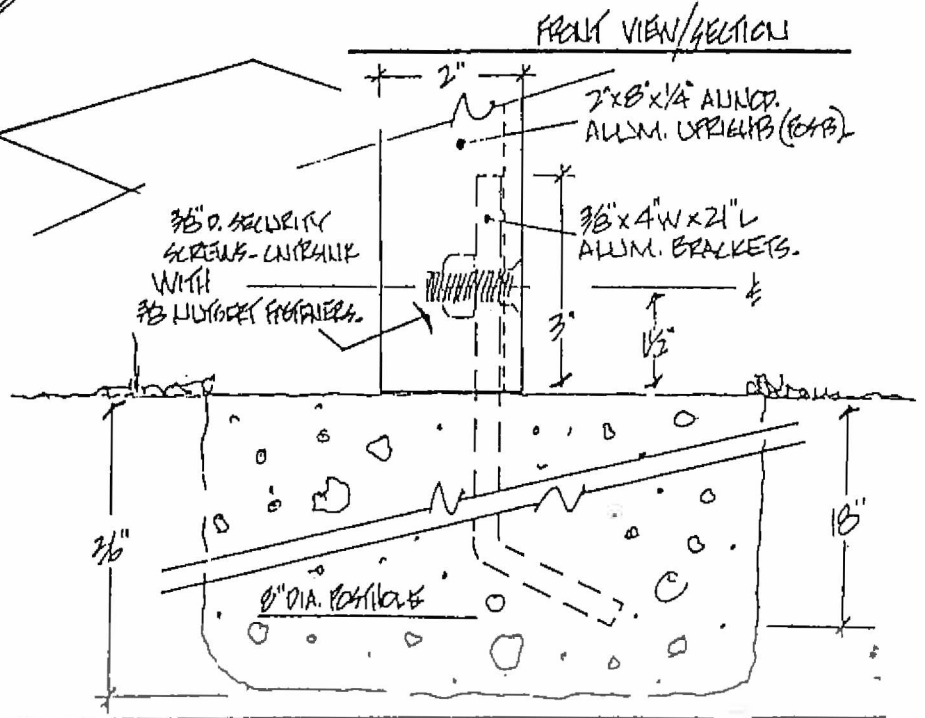
*Conceptual Design for  
Small Kiosk*



# Low Profile Wayside Exhibit Conceptual Design for Mounting and Framing



DETAILS SCALE 1/2" = 1"



# *Inventory and Story Forms*

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As was requested in the contract for this interpretive plan, inventory forms have been developed to identify potential interpretive sites along the Los Caminos Antiguos Scenic and Historic Byway. During three visits to the byway, IMA staff assessed sites as to the following criteria:

- interpretive theme potential
- availability of existing pullouts
- ease of ingress / egress from highways
- seasonal and handicapped accessibility

In addition, since it is the intent of this plan not to "over interpret" the byway, existing media and signage were taken into consideration.

A total of 25 sites were inventoried as ones with the most potential to become viable interpretive stops. Of those 25, there were some that at first appeared to be workable but, after scrutiny, were deemed not to be suitable sites for byway interpretation.

The final 18 sites selected for interpretation were those that best met the criteria listed above. It is these sites for which story forms were developed.

Story forms outline for each site:

- theme
- objectives
- desired visitor experience
- recommended topics for interpretation
- recommended interpretive media

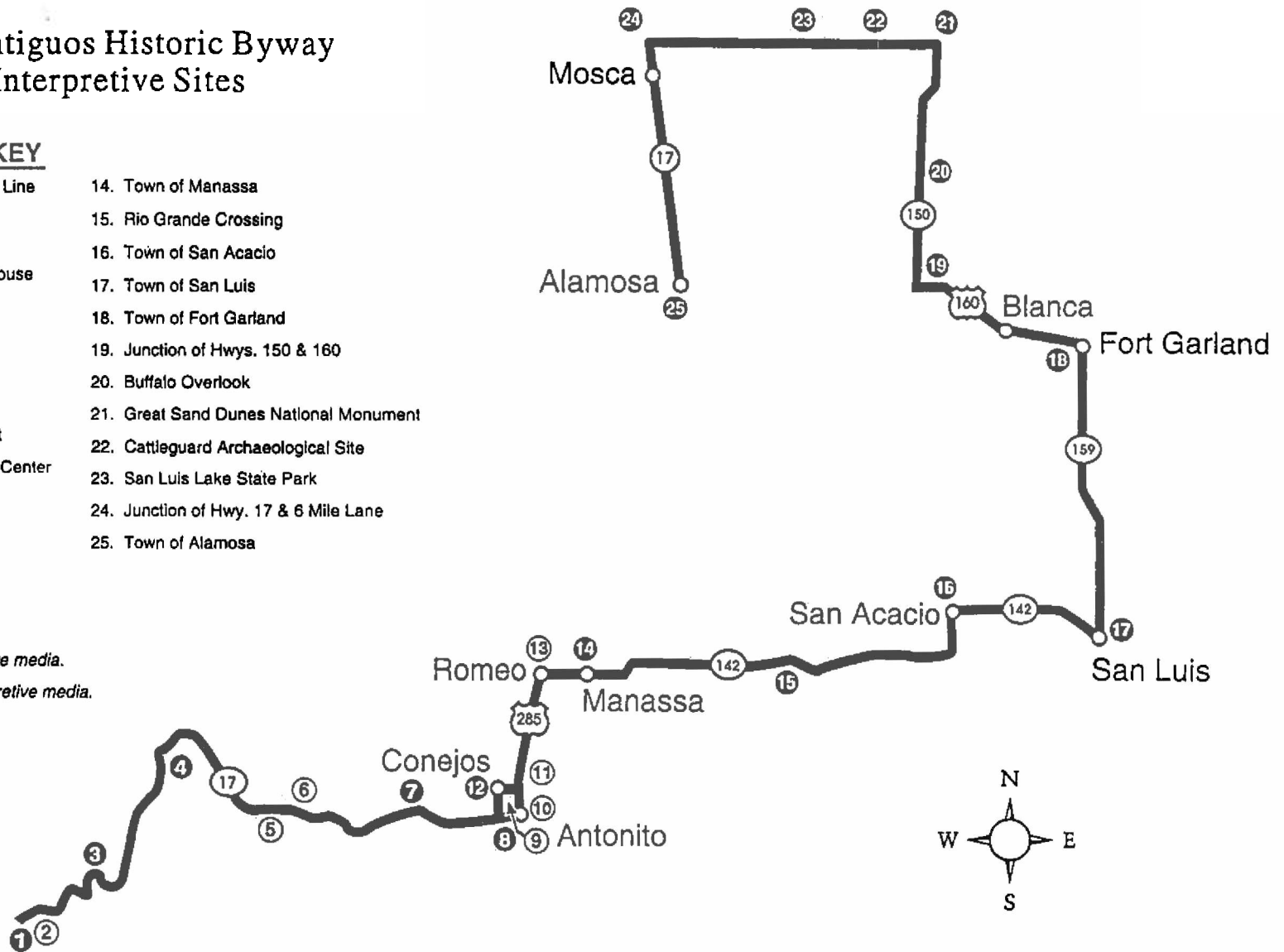


# Los Caminos Antiguos Historic Byway Potential Interpretive Sites

## KEY

- |  |  |
|--|--|
| 1. Colorado- New Mexico State Line<br>Start of Byway | 14. Town of Manassa                    |
| 2. 3-Panel USFS Pullout                              | 15. Rio Grande Crossing                |
| 3. Cumbres & Toltec Section House                    | 16. Town of San Acacio                 |
| 4. Watertank Overlook                                | 17. Town of San Luis                   |
| 5. The Style   | 18. Town of Fort Garland               |
| 6. Bighorn Release Area                              | 19. Junction of Hwys. 150 & 160        |
| 7. Las Mesitas Church                                | 20. Buffalo Overlook                   |
| 8. Cumbres & Toltec RR Depot                         | 21. Great Sand Dunes National Monument |
| 9. Antonito Tourist Information Center               | 22. Cattleguard Archaeological Site    |
| 10. Rio Grande Depot                                 | 23. San Luis Lake State Park           |
| 11. Entrance to Conejos                              | 24. Junction of Hwy. 17 & 6 Mile Lane  |
| 12. Town of Conejos                                  | 25. Town of Alamosa                    |
| 13. Romeo Junction                                   |  |

- ① Site selected for interpretive media.  
② Site not selected for interpretive media.





County work state  
(to drawings to state for  
approval)

**Los Caminos Antiguos Scenic & Historic Byway**

**Inventory Form  
Potential Interpretive Site**

Site # 1

Site Name: Start of byway near Colorado-New Mexico State line

Site Description: .4 miles north of New Mexico line on east side of Highway 17; overlooks valley to east and has mixed aspen/conifer forested hillside to west

Pullout:  Yes  No

Seasonal Accessibility:  Summer  Winter

Handicapped Accessibility:  Yes  No

Interpretive Significance: Introduction to byway; orientation

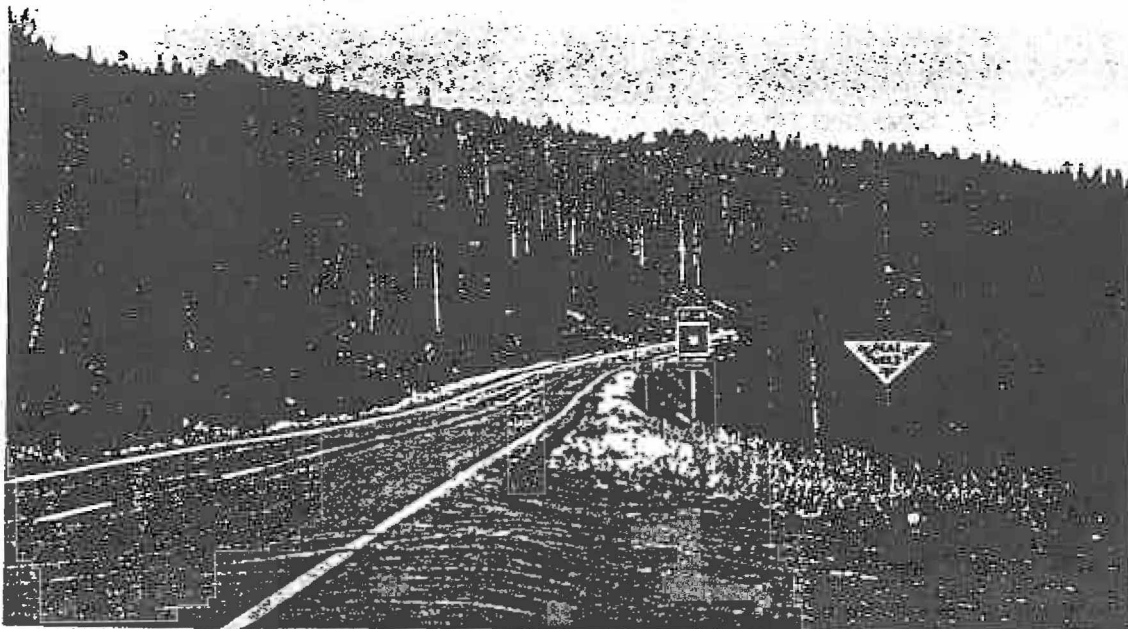
Existing Media or Signage: Los Caminos Antiguos Byway Sign (with columbine logo)

**Potential Topics for Interpretation:**

- Map and Byway Activities*
- Kids Exhibit and Activities (look for wildlife signs)*
- Early Transportation*
- Geology of Conejos River Canyon*
- Significance of Hispanic Culture*

Recommended Interpretive Site:  Yes  No

*Grade site widen if possible*



# Los Caminos Antiguos Scenic & Historic Byway

## *Inventory Form Potential Interpretive Site*

Site #   2  

Site Name: 3-Panel USFS Pullout

Site Description: 1.4 miles north of state line with pullout on east side of road

Pullout:     Yes        No

Seasonal Accessibility:    Summer    Winter

Handicapped Accessibility:    Yes        No

Interpretive Significance: Orientation, Agency Identification, and rules and regulations

Existing Media or Signage: USFS 3-panel display with regulations, USFS maps and activities

**Potential Topics for Interpretation:**

*Orientation*

*Activities on Byway*

Recommended Interpretive Site:     Yes        No

Not Recommended Because: Potential topics can be interpreted just as well elsewhere



# Los Caminos Antiguos Scenic & Historic Byway

## *Inventory Form Potential Interpretive Site*

Site #   3  

Site Name: Cumbres & Toltec Section House

Site Description: 4.3 miles north of state line on Colorado Highway 17  
Pullout on west side of road where train stops on top of Cumbres Pass

Pullout:      Yes      No

Seasonal Accessibility:  Summer    Winter

Handicapped Accessibility:  Yes      No

Interpretive Significance: Cumbres & Toltec railroad crosses highway and train stops at section house. What remains of the snow sheds over the wye is visible from parking lot and highway. Potential as major introductory site for byway.

Existing Media or Signage: Colorado Historic Marker #152 (Cumbres & Toltec)

Potential Topics for Interpretation:

*Winter on the Pass*

*Cumbres & Toltec Railroad History*

Recommended Interpretive Site: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
--



# Los Caminos Antiguos Scenic & Historic Byway

## *Inventory Form Potential Interpretive Site*

Site #   4  

Site Name: Water Tank Overlook

Site Description: 8.0 miles north of state line on Colorado Highway 17, overlooking water tank, railroad tracks and valley to northeast

Pullout:     Yes        No

Seasonal Accessibility:  Summer    Winter

Handicapped Accessibility:    Yes        No

Interpretive Significance: Railroad overlook

Existing Media or Signage: none

Potential Topics for Interpretation:  
*Water Tank and How It Operated*

Recommended Interpretive Site: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
--



# Los Caminos Antiguos Scenic & Historic Byway

## *Inventory Form Potential Interpretive Site*

Site # 5

Site Name: The Style

**Site Description:** 22.3 miles north of state line on Colorado Highway 17; sheep loading pen south of road and wooden style over fence next to pullout

**Pullout:**  Yes  No

**Seasonal Accessibility:**  Summer  Winter

**Handicapped Accessibility:**  Yes  No

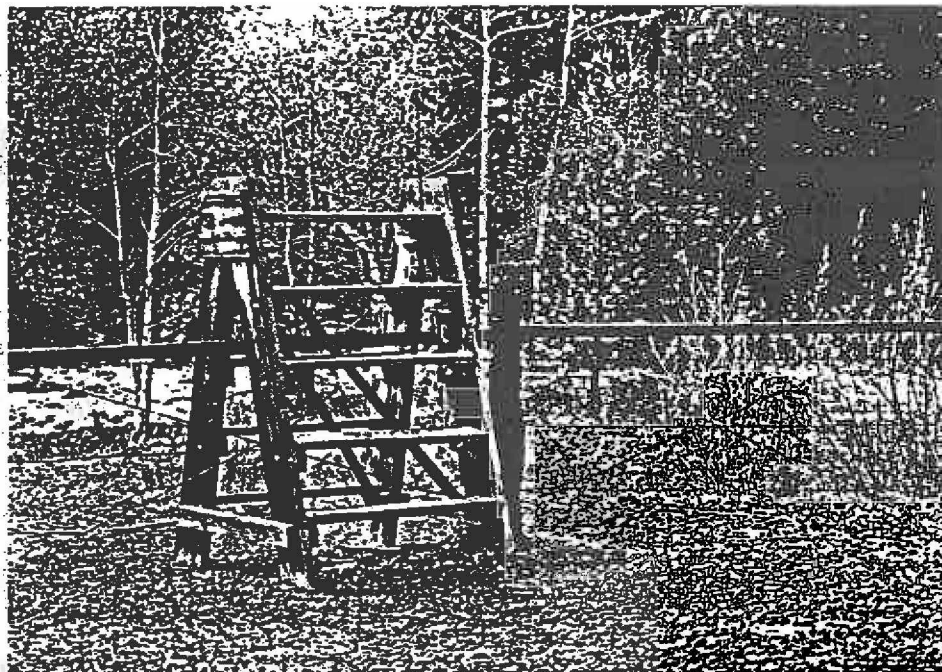
**Interpretive Significance:** Remnants of sheep ranching are evident

**Existing Media or Signage:** none

**Potential Topics for Interpretation:**  
*Sheep raising in the Conejos River Valley*

**Recommended Interpretive Site:**  Yes  No

**Not Recommended Because:** Potential topics can be interpreted just as well elsewhere and ingress / egress is difficult, probably requiring that a turn lane be constructed.



# Los Caminos Antiguos Scenic & Historic Byway

## *Inventory Form Potential Interpretive Site*

Site # 6

Site Name: Bighorn Release Area

Site Description: 26.9 miles north of state line on Colorado Highway 17; pullout on left as vehicle is driving north

Pullout:  Yes  No

Seasonal Accessibility:  Summer  Winter

Handicapped Accessibility:  Yes  No

Interpretive Significance: orientation, bighorn sheep, regulations

Existing Media or Signage: 3-panel USFS display with maps, regulations and recreation on the Rio Grande National Forest

Potential Topics for Interpretation:  
*Bighorn Sheep*

Recommended Interpretive Site:  Yes  No

Not Recommended Because: Interpretive topic of bighorn sheep is already interpreted here and no topics related to byway themes fit the site



# Los Caminos Antiguos Scenic & Historic Byway

## *Inventory Form Potential Interpretive Site*

Site #   7  

Site Name: Las Mesitas Church

Site Description: 34.4 miles north of state line on Colorado Highway 17; pullout in front of church in Town of Las Mesitas

Pullout:     Yes        No

Seasonal Accessibility:  Summer    Winter

Handicapped Accessibility:    Yes        No

Interpretive Significance: shell of abandoned church shows adobe and brick construction; scenic values and photographic opportunities

Existing Media or Signage: none

Potential Topics for Interpretation:

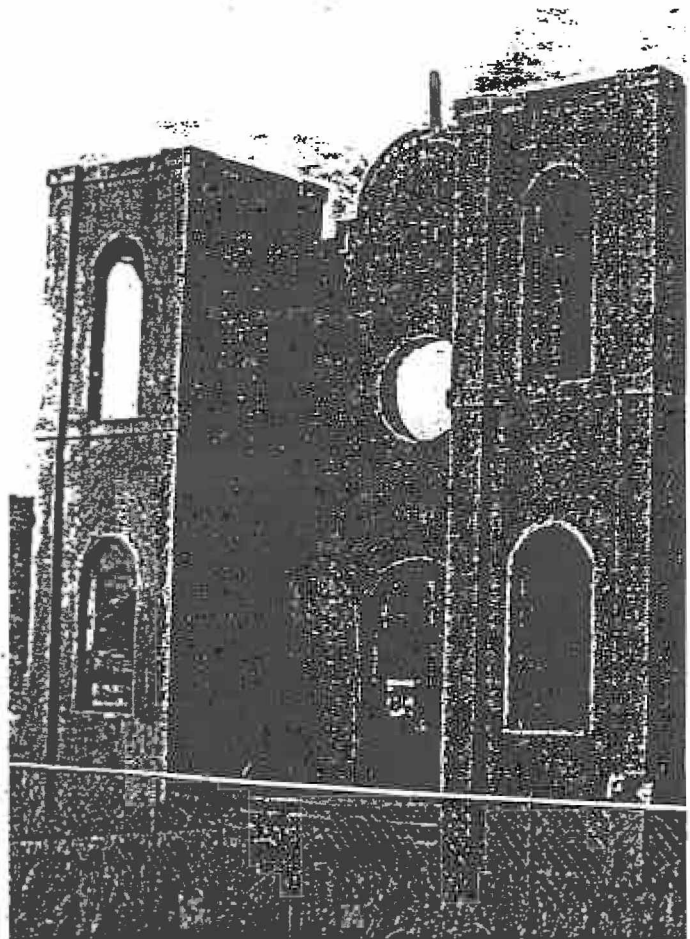
*Hispanic Architecture*

*Land Grants*

*Influences of Religion and Language*

Recommended Interpretive Site:

Yes    No



# Los Caminos Antiguos Scenic & Historic Byway

## *Inventory Form Potential Interpretive Site*

Site # 8

Site Name: Cumbres & Toltec Railroad Depot

Site Description: In Antonito at junction of Colorado Highway 17 and US Highway 285; large parking lot for scenic railroad patrons

Pullout:    ✓ Yes       No

Seasonal Accessibility:   ✓ Summer   ✓ Winter

Handicapped Accessibility:   ✓ Yes       No

Interpretive Significance: railroad station, unused rail cars of several types

Existing Media or Signage: none

Potential Topics for Interpretation:

*Cumbres & Toltec Railroad*

*Chile Line*

*Perlite Mine*

*Mining Adjacent to the Byway*

*Kids Life in Railroad Town and Byway Activities*

*Map and Byway Activities*

*Colorado History Timeline*

Recommended Interpretive Site:    ✓ Yes       No



# Los Caminos Antiguos Scenic & Historic Byway

## *Inventory Form Potential Interpretive Site*

Site #   9  

Site Name: Antonito Tourist Information Center

**Site Description:** In Antonito at junction of Colorado Highway 17 and US Highway 285; The center consists of a small information office (closed in winter), a single free-standing informational panel and a small paved parking lot.

**Pullout:**     ✓ Yes     No

**Seasonal Accessibility:** ✓ Summer   ✓ Winter, but is closed

**Handicapped Accessibility:**   ✓ Yes     No

**Interpretive Significance:** orientation and information

**Existing Media or Signage:** county map under kiosk roof

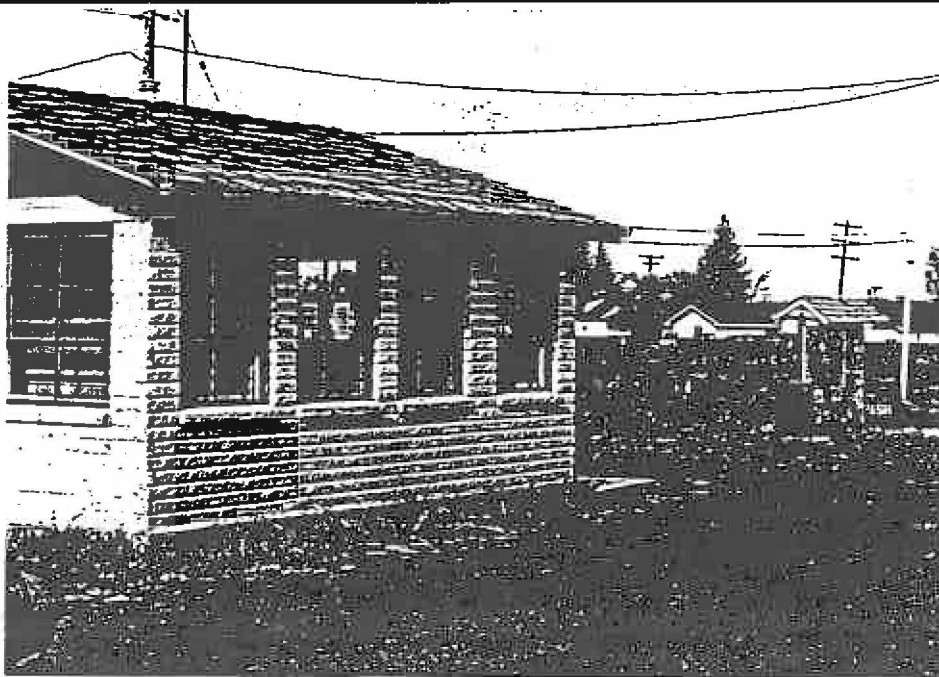
**Potential Topics for Interpretation:**

*Cumbres & Toltec Railroad  
Chile Line  
Perlite Mine*

*Kids Life in Railroad Town and byway activities  
Map and Byway Activities  
Colorado History Timeline*

**Recommended Interpretive Site:**   Yes    ✓ No

**Not Recommended Because:** Potential topics can be interpreted just as well elsewhere and site is close to the Cumbres & Toltec Depot site where a potential partnership can be cultivated



# Los Caminos Antiguos Scenic & Historic Byway

## *Inventory Form Potential Interpretive Site*

Site # 10

Site Name: Denver and Rio Grand Depot in Antonito

Site Description: In Antonito one block east of Highway 285. The old depot is boarded up and is no longer used.

Pullout:  Yes  No

Seasonal Accessibility:  Summer  Winter, but is closed

Handicapped Accessibility:  Yes  No

Interpretive Significance: D&RG tracks split here with the Chile Line branch that went to Santa Fe, New Mexico, at this point the line continues to Chama, Durango and Silverton

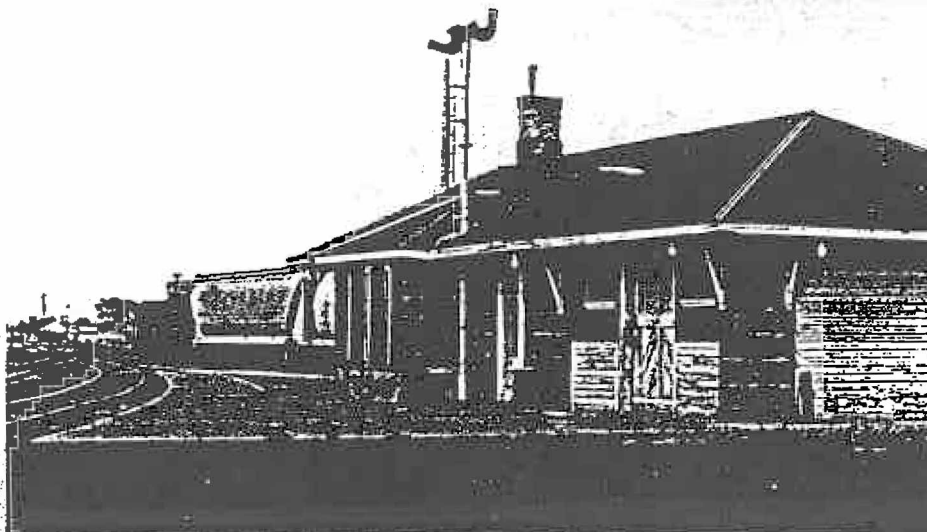
Existing Media or Signage: none

Potential Topics for Interpretation:

*Luxury of the "San Juan" Narrow Gauge Railroad  
Chile Line*

Recommended Interpretive Site:  Yes  No

Not Recommended Because: Potential topics can be interpreted just as well elsewhere and it would take a tremendous amount of effort to fix up this site



# Los Caminos Antiguos Scenic & Historic Byway

## *Inventory Form Potential Interpretive Site*

Site # 11

Site Name: Entrance to Conejos

Site Description: On Highway 285, 42.8 miles from start of byway. There is no existing pullout but there is room to put one in.

Pullout:  Yes  No

Seasonal Accessibility:  Summer  Winter

Handicapped Accessibility:  Yes  No

Interpretive Significance: Town of Conejos has several interesting stories surrounding its history

Existing Media or Signage: none

Potential Topics for Interpretation:

*Acequias*

*Our Lady of Guadalupe Church*

*De Vargas Expedition*

Recommended Interpretive Site: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
--

Not Recommended Because: Potential topics can be interpreted just as well elsewhere and ingress / egress would probably require that a turn lane be constructed
---



# Los Caminos Antiguos Scenic & Historic Byway

## *Inventory Form Potential Interpretive Site*

Site # 12

Site Name: Town of Conejos

Site Description: Off Highway 285, less than one mile; turnoff is 42.8 miles from start of byway.

Pullout:  Yes  No

Seasonal Accessibility:  Summer  Winter

Handicapped Accessibility:  Yes  No

Interpretive Significance: Town of Conejos has several interesting stories surrounding its history

Existing Media or Signage: none

### Potential Topics for Interpretation:

<i>Acequias</i>	<i>Our Lady of Guadalupe Church</i>
<i>De Vargas Expedition</i>	<i>Toll Road Conejos to Pagosa Springs</i>
<i>Conejos Plaza</i>	<i>Early Attempts at Settlement</i>
<i>Hispanic Women</i>	<i>Hispanic Kids' Games</i>
<i>Sheep Ranching in the Conejos Valley</i>	

Recommended Interpretive Site:  Yes  No



# Los Caminos Antiguos Scenic & Historic Byway

## *Inventory Form Potential Interpretive Site*

Site # 15

Site Name: Rio Grande Crossing

Site Description: 63.6 miles from start of byway; bridge with small, undeveloped pullouts on south side of road; farm road joins Highway 142 on north side of road, east of bridge

Pullout:     ✓ Yes       No

Seasonal Accessibility:   ✓ Summer   ✓ Winter

Handicapped Accessibility:   ✓ Yes       No

Interpretive Significance: Proximity to the river ford traced to De Vargas Expedition and old ferry site, proximity to King Turquoise Mine; excellent site to tell water story because of the mountains east of here and the river at this site.

Existing Media or Signage: none

Potential Topics for Interpretation:

*King Turquoise Mine  
Archuleta y Garcia Ferry  
Pike Stockade*

*Early Exeditions  
Mormon History  
De Vargas Expedition*

Recommended Interpretive Site:   ✓ Yes       No



# Los Caminos Antiguos Scenic & Historic Byway

## *Inventory Form Potential Interpretive Site*

Site # 16

Site Name: Viejo San Acacio

Site Description: Town, church and cemetery behind church

Pullout:  Yes  No

Seasonal Accessibility:  Summer  Winter

Handicapped Accessibility:  Yes  No

Interpretive Significance: Some original land grant holders are buried at the cemetery behind the church. Former SLV Southern railroad depot is still standing and is used as a residence.

Existing Media or Signage: none

### Potential Topics for Interpretation:

*Early Settlers*

*Land Grants*

*SLV Southern Railroad*

*Importance of Catholic Religion to the Culture*

*Influence of Anglo Settlement to Hispanic Community*

*Early Agriculture in Hispanic Colorado*

Recommended Interpretive Site:  Yes  No



# Los Caminos Antiguos Scenic & Historic Byway

## *Inventory Form Potential Interpretive Site*

Site # 17

Site Name: Town of San Luis

**Site Description:** Park site where interpretive signage is now, is at north end of town, east side of Colorado Highway 159. There are picnic facilities and parking near a grove of cottonwood trees.

Pullout:     ✓ Yes       No

Seasonal Accessibility:   ✓ Summer   ✓ Winter

Handicapped Accessibility:   ✓ Yes       No

**Interpretive Significance:** San Luis is the oldest incorporated town in Colorado and site of the State's priority #1 water ditch. In addition, La Vega Commons is one of two commons that still exists in the United States, the other being Boston Commons.

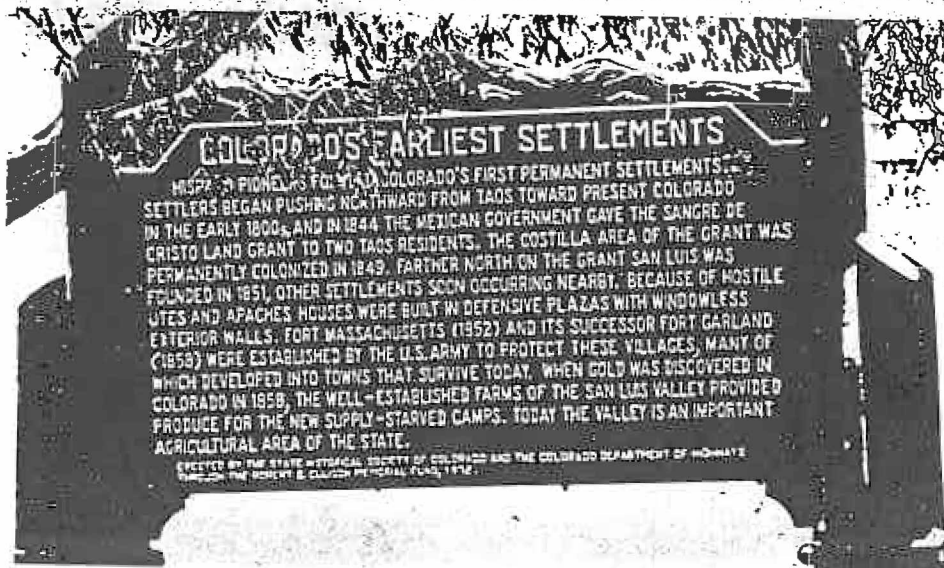
**Existing Media or Signage:** CHS Marker 160, Colorado's Earliest Settlements; San Luis Cultural and Commercial Center has exhibits, but there is admission to the museum.

**Potential Topics for Interpretation:**

*Map and Activities Along Byway  
Water Rights and People's Ditch  
La Vega  
Kids Exhibit, Hispanic Games  
Penitente Brotherhood  
Oldest Town in Colorado*

*San Luis Flour Mill  
Flourishing San Luis in '20s and '30s  
Centennial Farms  
Land Grants  
Stations of the Cross  
Life 1850s-1920s to Today*

Recommended Interpretive Site:     Yes        No



# Los Caminos Antiguos Scenic & Historic Byway

## *Inventory Form Potential Interpretive Site*

Site # 18

Site Name: Town of Ft. Garland

Site Description: Ft. Garland Museum is located on west side of Colorado 159 with ample parking. Cemetery is located atop the hill north of Highway 160 in Ft. Garland.

Pullout:     ✓ Yes       No

Seasonal Accessibility:   ✓ Summer   ✓ Winter

Handicapped Accessibility:   ✓ Yes       No

Interpretive Significance: Ft. Garland was built to replace Ft. Massachusetts that was north of the present day town of Ft. Garland. Soldiers stationed here defended settlers.

Existing Media or Signage: Ft. Garland Museum and Visitor Center

**Potential Topics for Interpretation:**

*Map and Byway Activities*

*Early Spanish Trails*

*Ft. Massachusetts*

*Ft. Garland*

*A Soldier's Life at the Fort*

*Kids Life in the Fort*

*Kids Exhibit and Activities Along Byway*

*Buffalo Soldiers*

*Ft. Garland Cemetery*

Recommended Interpretive Site:   ✓ Yes       No



# Los Caminos Antiguos Scenic & Historic Byway

## *Inventory Form Potential Interpretive Site*

Site # 19

Site Name: Junction of Highways 150 and 160

Site Description: Major turnoff of byway; many visitors who come west on Highway 160 then turn north onto Highway 150 to get to Great Sand Dunes National Monument. There is an abandoned cinder block building south of Highway 160.

Pullout:     ✓ Yes     No

Seasonal Accessibility:   ✓ Summer   ✓ Winter, if plowed

Handicapped Accessibility:   ✓ Yes     No

Interpretive Significance: Orientation; Closest site on byway to Mt. Blanca

Existing Media or Signage: none

Potential Topics for Interpretation:

*Garland City*

*Mt. Blanca, Sacred Mountain*

*Closed Basin*

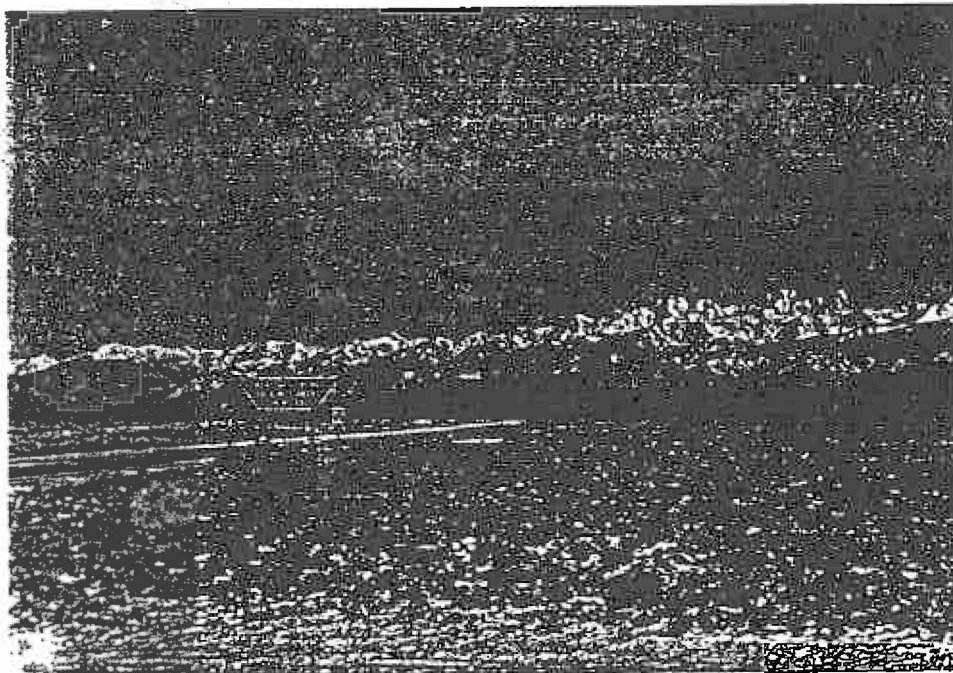
*Zapata Land Grant*

*Geology and Human Use of the Valley*

*Kids Exhibit and Activities on Byway*

*Modern Agriculture*

Recommended Interpretive Site:   ✓ Yes     No



# Los Caminos Antiguos Scenic & Historic Byway

## *Inventory Form Potential Interpretive Site*

Site # 20

Site Name: Buffalo Overlook

Site Description: Pullout on west side of Highway 150, overlooking pastures where Zapata Ranch herd is usually kept.

Pullout:  Yes  No

Seasonal Accessibility:  Summer  Winter

Handicapped Accessibility:  Yes  No

Interpretive Significance: Many visitors pull off here already to look at the bison.

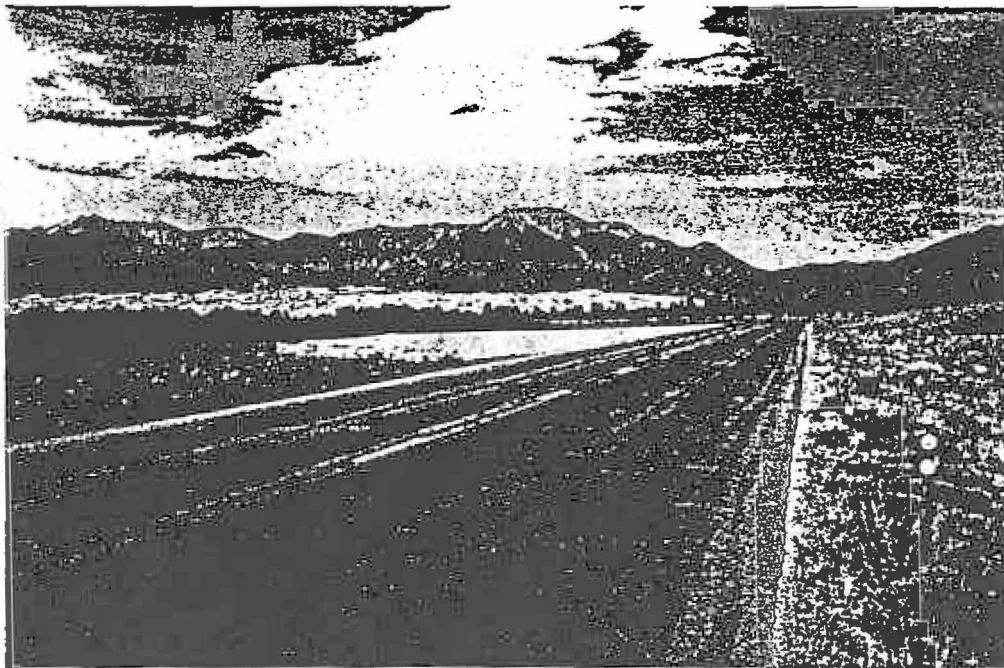
Existing Media or Signage: none

Potential Topics for Interpretation:

*Bison and Bison Ranching*

*Wildlife Viewing*

Recommended Interpretive Site:  Yes  No



# Los Caminos Antiguos Scenic & Historic Byway

## *Inventory Form Potential Interpretive Site*

Site # 21

Site Name: Great Sand Dunes National Monument

Site Description: Visitor Center site is located two miles beyond entrance: many visitors stop here for orientation to Great Sand Dunes National Monument. Recently installed touch screen video offers visitors information on local amenities

Pullout:     ✓ Yes     No

Seasonal Accessibility:   ✓ Summer   ✓ Winter

Handicapped Accessibility:   ✓ Yes     No

Interpretive Significance: Dunes: visitor center; interpretive programs led by staff

Existing Media or Signage: visitor center, wayside signage, outdoor exhibit

**Potential Topics for Interpretation:**

*Byway Activities and Map*

*Dune Formation*

*Kids Activities on Byway*

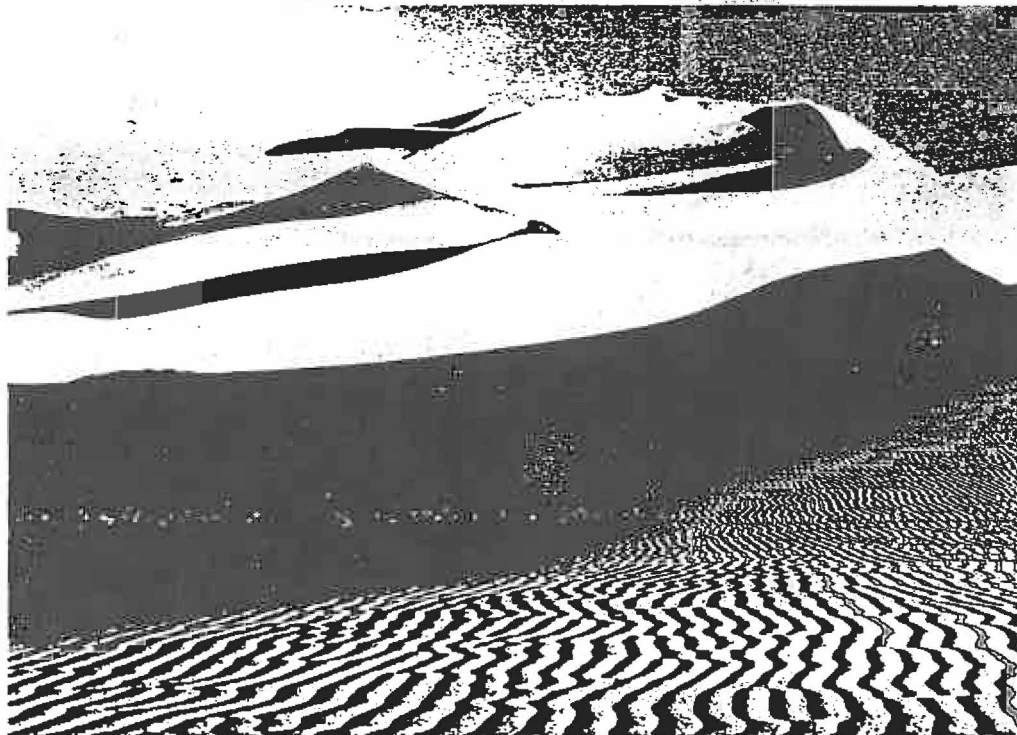
*Geology*

*Zebulon Pike in the Valley*

*Early Ranching*

*Hispanic Culture and Its Influence on the San Luis Valley*

Recommended Interpretive Site:   ✓ Yes     No



# Los Caminos Antiguos Scenic & Historic Byway

## *Inventory Form Potential Interpretive Site*

Site # 22

Site Name: Cattleguard Archeological Site

Site Description: Archeological dig completed in 1993 of Folsom hunting camp adjacent (north of ) 6 Mile Lane.

Pullout: Yes  No

Seasonal Accessibility: Summer Winter

Handicapped Accessibility: Yes  No

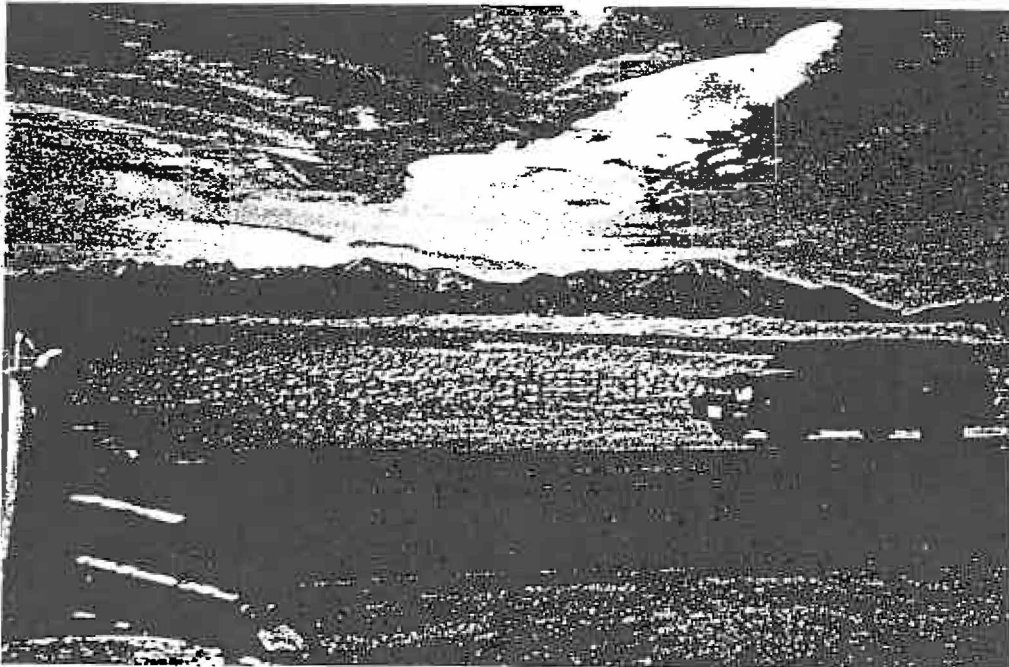
Interpretive Significance: Folsom hunting camp site

Existing Media or Signage: none

Potential Topics for Interpretation:

*What the Smithsonian Archeological Dig Discovered about Folsom man at this site*

Recommended Interpretive Site:  Yes  No



# Los Caminos Antiguos Scenic & Historic Byway

## *Inventory Form Potential Interpretive Site*

Site # 23

Site Name: San Luis Lakes State Park

Site Description: Developed State Park area with fishing, picnicking, and boat access

Pullout:    ✓ Yes       No

Seasonal Accessibility:   ✓ Summer   ✓ Winter

Handicapped Accessibility:   ✓ Yes       No

Interpretive Significance: Site of Tewa origin myth ("Sandy Place Lake")  
recreational and wildlife viewing opportunities  
orientation

Existing Media or Signage: none

Potential Topics for Interpretation:

*Sacred Ute and Tewa Legends           Warm Carbonated Water in SLV*  
*Wildlife Viewing Opportunities       San Luis Valley Water*  
*Tewa Origin Myth and San Luis Lakes Site*  
*Closed Basin Geography of the Northern end of the Valley*

Recommended Interpretive Site:    ✓ Yes       No



# Los Caminos Antiguos Scenic & Historic Byway

## *Inventory Form Potential Interpretive Site*

Site # 24

Site Name: Junction of Highway 17 and 6 Mile Lane

Site Description: Intersection with IREA building and parking lot on southeast corner of intersection. Many visitors to the Great Sand Dunes National Monument enter here from the north.

Pullout:  Yes  No

Seasonal Accessibility:  Summer  Winter

Handicapped Accessibility:  Yes  No

Interpretive Significance: Orientation to byway

Existing Media or Signage: none

**Potential Topics for Interpretation:**

*Map and Activities on Byway*

*Closed Basin*

*Mt. Blanca*

*Introduction to Hispanic Culture*

*Sacred Legends*

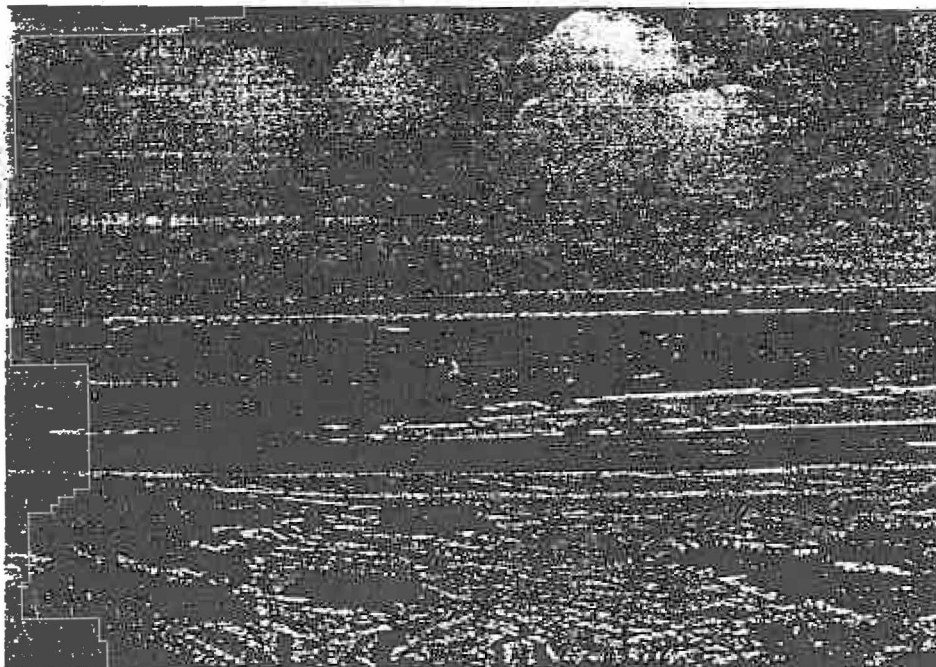
*Kids Exhibit and Byway Activities*

*Geology*

*Sangre de Cristo Mountains*

*Modern Agriculture*

Recommended Interpretive Site:  Yes  No



# Los Caminos Antiguos Scenic & Historic Byway

## *Inventory Form Potential Interpretive Site*

Site # 25

Site Name: Town of Alamosa Visitor Information Center

Site Description: City park with information center and ample parking

Pullout:    ✓ Yes       No

Seasonal Accessibility:   ✓ Summer   ✓ Winter

Handicapped Accessibility:   ✓ Yes       No

Interpretive Significance: Orientation to byway

Existing Media or Signage: 2 wayside exhibits:  
Denver and Rio Grande and Sand Dunes Loop Auto Tour Map

**Potential Topics for Interpretation:**

<i>Map and Activities on Byway</i>	<i>Kids Exhibit and Byway Activities</i>
<i>Alamosa During WWII</i>	<i>Denver and Rio Grande</i>
<i>Kids Life in a Railroad Town</i>	<i>Hispanic Culture</i>
<i>Wildlife Refuges--Man and Wildlife</i>	<i>Cultures of the San Luis Valley</i>

Recommended Interpretive Site:    ✓ Yes       No



# Los Caminos Antiguos Scenic & Historic Byway

## *Interpretive Site Story Form*

Site # 1

Site Name: Colorado-New Mexico State Line

**Interpretive Theme:** The Hispanic contribution to Colorado's history includes events dating back to Spanish and Mexican ownership of the land. Those contributions have shaped not only the history of the State of Colorado but that of the Southwest.

### **Objectives of the Site**

- To orient visitors to the physical layout of the Los Caminos Antiguos Historic Byway
- To orient visitors to the role Hispanic culture played in the history of Colorado
- To orient visitors to the many types of transportation routes that the byway now encompasses
- To orient visitors to the various activities there are along the byway

### **Desired Visitor Experience -- Visitors will:**

- understand that the purpose of the byway is to interpret Hispanic culture in southcentral Colorado
- want to drive the byway to learn more about the Hispanic culture of the area and to see the scenery associated with the byway

### **Recommended Interpretive Media**

Small kiosk (4 exhibits)

### **Recommended Interpretive Topics**

1. Map and Activities to Do Along the Byway (42"x30")
2. (Kids) Look for Wildlife and Signs along the Byway (42"x16")
3. Significance of Hispanic Culture (42"x30")
4. Early Transportation: Spaniards to Railroads (42"x16")

# Los Caminos Antiguos Scenic & Historic Byway

## *Interpretive Site Story Form*

Site # 3

Site Name: Cumbres & Toltec Section House

**Interpretive Theme:** Although railroads were integral to life in remote areas such as this, it was not easy to maintain them.

### **Objectives of the Site**

To communicate the railroad story of the site

To encourage visitors to ride the Cumbres & Toltec Scenic Railroad, located in Antonito

### **Desired Visitor Experience -- Visitors will:**

- understand some of the winter hardships railroad workers had to contend with on La Manga Pass
- understand the importance of the rail industry to those who lived in the San Juan Mountains

### **Recommended Interpretive Media**

Low Profile Wayside Exhibits

### **Recommended Interpretive Topics**

1. Winter on The Pass (36"x24")
2. Cumbres & Toltec Railroad History (36"x24)

# Los Caminos Antiguos Scenic & Historic Byway

## *Interpretive Site Story Form*

Site # 4

Site Name: Water Tank Overlook

**Interpretive Theme:** Steam engines could not operate without strategically placed water tanks and the availability of water dictated the placement of the rails.

### **Objectives of the Site**

To show visitors how steam engines took on water and explain where the water came from

### **Desired Visitor Experience -- Visitors will:**

- understand the importance of water to the rail industry in the late 1800s
- know how often steam engines took on water and how far apart water tanks were

### **Recommended Interpretive Media**

Low Profile Wayside Exhibit

### **Recommended Interpretive Topics**

1. Water Tanks (36"x24")

# Los Caminos Antiguos Scenic & Historic Byway

## *Interpretive Site Story Form*

Site # 7

Site Name: Las Mesitas Church

**Interpretive Theme:** Spanish architecture in southcentral Colorado reflects a time when Spain and Mexico ruled and influenced the area in terms of religion, architecture and language.

### **Objectives of the Site**

To show an example of Hispanic architecture

### **Desired Visitor Experience -- Visitors will:**

- notice other examples of Hispanic architecture as they drive the byway
- understand how the land influenced construction techniques
- understand how the language and religion brought into this area permeated the lives of residents

### **Recommended Interpretive Media**

Low Profile Wayside Exhibits

### **Recommended Interpretive Topics**

1. Hispanic Architecture (36"x24")
2. Influence of Religion and Language (36"x24")

# Los Caminos Antiguos Scenic & Historic Byway

## *Interpretive Site Story Form*

Site # 8

**Site Name:** Cumbres & Toltec Railroad Depot

**Interpretive Theme:** Antonito was a major stop on the railroad line and several lines converged in this town.

### **Objectives of the Site**

To orient visitors to the importance of Antonito as a railroad hub

### **Desired Visitor Experience -- Visitors will:**

- understand Antonito's role in railroad history
- know that several rail lines converged here
- want to ride the Cumbres & Toltec Scenic Railroad

### **Recommended Interpretive Media**

Large Kiosk (8 exhibit panels)

### **Recommended Interpretive Topics**

1. Map and Byway Activities (42"x30")
2. Chile Line (42"x16")
3. Kids Life in a Railroad Town (42"x30")
4. Kids Exhibit and Activities (42"x16")
5. Cumbres & Toltec Railroad (42"x30")
6. Denver and Rio Grande Railroad/Perlite Mine (42"x30")
7. Colorado History Timeline (42"x16")
8. Mining Adjacent to the Byway (42"x16")

# Los Caminos Antiguos Scenic & Historic Byway

## *Interpretive Site Story Form*

Site # 12

Site Name: Town of Conejos

**Interpretive Theme:** The Town of Conejos was at one time a bustling center of commerce but when the railroad circumvented Conejos, commerce was moved to Antonito.

### **Objectives of the Site**

To show visitors the Town of Conejos

To show visitors the site of Our Lady of Guadalupe, oldest congregation in Colorado

### **Desired Visitor Experience -- Visitors will:**

- understand the reasons that the commerce of Conejos moved to Antonito
- understand the importance of the Church to Hispanic communities

### **Recommended Interpretive Media**

Small Kiosk (4 exhibit panels) and Low Profile Wayside Exhibits (2 panels)

### **Recommended Interpretive Topics**

1. Conejos Plaza (42"x30")
2. Life of Hispanic Women (42"x16")
3. Colonization Attempts (42"x30")
4. Hispanic Kids Games (42"x30")
5. Toll Road: Conejos to Pagosa (36"x24") low profile
6. Guadalupe Church (36"x24") low profile
7. Sheep Ranching in the Conejos Valley (36"x24") low profile

# Los Caminos Antiguos Scenic & Historic Byway

## *Interpretive Site Story Form*

Site # 15

**Site Name:** Rio Grande Crossing

**Interpretive Theme:** Geographical formations such as the Rio Grande created barriers for early travelers and settlers. Only when they could be overcome, did humans spread out across the land.

### **Objectives of the Site**

To relate to visitors early transportation methods before highways and bridges

### **Desired Visitor Experience -- Visitors will:**

- understand that human ingenuity needed to come into play in order for settlement to spread beyond geographical barriers

### **Recommended Interpretive Media**

Low Profile Wayside Exhibits

### **Recommended Interpretive Topics**

1. De Vargas Expedition (36"x24")
2. Archuleta y Garcia Ferry (36"x24")
3. Early Expeditions (i.e. 1540 - Coronado, Don Juan Oñate, Escalante)

# Los Caminos Antiguos Scenic & Historic Byway

## *Interpretive Site Story Form*

Site # 15

Site Name: Rio Grande Crossing

**Interpretive Theme:** Geographical formations such as the Rio Grande created barriers for early travelers and settlers. Only when they could be overcome, did humans spread out across the land.

### **Objectives of the Site**

To relate to visitors early transportation methods before highways and bridges

### **Desired Visitor Experience -- Visitors will:**

- understand that human ingenuity needed to come into play in order for settlement to spread beyond geographical barriers

### **Recommended Interpretive Media**

Low Profile Wayside Exhibits

### **Recommended Interpretive Topics**

1. De Vargas Expedition (36"x24")
2. Los Brazos Ferry (36"x24")

# Los Caminos Antiguos Scenic & Historic Byway

## *Interpretive Site Story Form*

Site # 16

Site Name: Old San Acacio Church

**Interpretive Theme:** Many of the first residents of the San Luis Valley were sent by land grant recipients to fulfill stipulations of the grant that the lands be settled and improved.

### **Objectives of the Site**

To introduce the concept of land grants

### **Desired Visitor Experience -- Visitors will:**

- understand that this land was first inhabited by residents who were fulfilling stipulations for land grants, but who stayed in the area and have descendants living here today

### **Recommended Interpretive Media**

Low Profile Wayside Exhibits

### **Recommended Interpretive Topics**

1. Importance of the Catholic Religion to the Hispanic Culture (36"x24")
2. Land Grants (36"x24")

# *Los Caminos Antiguos Scenic & Historic Byway*

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## *Interpretive Site Story Form*

Site # 17

**Site Name:** Town of San Luis

**Interpretive Theme:** Colorado's oldest town has changed through the years to reflect local conditions

### **Objectives of the Site**

To orient visitors to how economic conditions can change the features of a town but it is the people who allow it to retain its culture and flavor

### **Desired Visitor Experience -- Visitors will:**

- see San Luis in the historical context of a town that grew and shrunk according to economic conditions

### **Recommended Interpretive Media**

Small Kiosk and Low Profile Wayside Exhibits

### **Recommended Interpretive Topics**

1. Kids Exhibit on Hispanic Games (42"x16")
2. Map of Byway and Activities Along Byway (42"x30")
3. Water Rights and The People's Ditch (42"x16")
4. San Luis As the Oldest Town in Colorado (42"x30")
5. La Vega (36"x24")
6. Life From 1850s through 1920s to Today (36"x24")
7. Penitente Brotherhood (36"x24")
8. Centennial Farms (36"x24")

# Los Caminos Antiguos Scenic & Historic Byway

## *Interpretive Site Story Form*

Site # 18

Site Name: Town of Ft. Garland

**Interpretive Theme:** Ft. Garland began as a military outpost in Indian Territory and grew into the town we now see

### **Objectives of the Site**

To communicate to visitors that towns in the San Luis Valley were protected by military units stationed at remote forts, such as Ft. Massachusetts or Ft. Garland

### **Desired Visitor Experience -- Visitors will:**

- understand that frontier life in a fort was difficult

### **Recommended Interpretive Media**

Small Kiosk

### **Recommended Interpretive Topics**

1. Map and Activities Along the Byway (42"x30")
2. Kids Activities Along the Byway (42"x16")
3. Ft. Garland and Ft. Massachusetts, Military Forts (42"x30")
4. A Soldiers Life At the Fort (42"x16")

# Los Caminos Antiguos Scenic & Historic Byway

## *Interpretive Site Story Form*

Site # 19

**Site Name:** Junction of Highways 150 and 160

**Interpretive Theme:** Geologic forces have influenced the history of the San Luis Valley.

### **Objectives of the Site**

To communicate to visitors the land grant story and how geological forces influenced where settlement could take place successfully

### **Desired Visitor Experience -- Visitors will:**

- understand that settlers had certain basic needs in determining where to live and these needs were often determined by geology and geography

### **Recommended Interpretive Media**

Low Profile Wayside Exhibits

### **Recommended Interpretive Topics**

1. Geology and Human Use of the Valley (36"x24")
2. Zapata Land Grant (36"x24")

# Los Caminos Antiguos Scenic & Historic Byway

## *Interpretive Site Story Form*

Site # 20

**Site Name:** Buffalo Overlook

**Interpretive Theme:** Bison were once an important game animal in the West; today they are raised for fun and profit.

### **Objectives of the Site**

To give visitors an opportunity to view and photograph bison

### **Desired Visitor Experience -- Visitors will:**

- understand that this species was almost eradicated from the West and that almost all remaining bison are in private herds on ranches

### **Recommended Interpretive Media**

Low Profile Wayside Exhibit

### **Recommended Interpretive Topics**

1. Bison and Bison Ranching (36"x24")

# *Los Caminos Antiguos Scenic & Historic Byway*

## *Interpretive Site Story Form*

Site # 21

**Site Name:** Great Sand Dunes National Monument

**Interpretive Theme:** The Hispanic contribution to Colorado's history includes events going all the way back to Spanish and Mexican "ownership" of the land.

### **Objectives of the Site**

To communicate to visitors the basic byway message and to encourage them to drive the byway

### **Desired Visitor Experience -- Visitors will:**

- understand that Hispanic influence in the San Luis Valley has left its mark on modern activities

### **Recommended Interpretive Media**

Small Kiosk

### **Recommended Interpretive Topics**

1. Map and Activities Along the Byway (42"x30")
2. Hispanic Cultural Influences in the San Luis Valley (42"x30")
3. Early Ranching in the San Luis Valley (42"x16")
4. Zebulon Pike In the Valley (42"x16")

# Los Caminos Antiguos Scenic & Historic Byway

## *Interpretive Site Story Form*

Site # 22

**Site Name:** Cattleguard Archeological Site

**Interpretive Theme:** Archeological research adds to our store of knowledge and our understanding of ourselves and where we came from

### **Objectives of the Site**

To communicate to visitors about one archeological research project

### **Desired Visitor Experience -- Visitors will:**

- understand that archeological research has taken place here and that our store of knowledge has been enhanced by the activities of the scientists who did the research and the funding sources who sponsored it

### **Recommended Interpretive Media**

Low Profile Wayside Exhibit

### **Recommended Interpretive Topics**

1. Smithsonian Dig and What It Yielded (36"x24")

# Los Caminos Antiguos Scenic & Historic Byway

## *Interpretive Site Story Form*

Site # 23

**Site Name:** San Luis Lakes State Park

**Interpretive Theme:** Water is an essential ingredient to life and where we find water we will find an abundance and/or diversity of life

### **Objectives of the Site**

To orient visitors to wildlife viewing opportunities and why these opportunities happen here

### **Desired Visitor Experience -- Visitors will:**

- understand that wildlife viewing opportunities are enhanced around water

### **Recommended Interpretive Media**

Low Profile Wayside Exhibits

### **Recommended Interpretive Topics**

1. Closed Basin Geography of the Northern End of the San Luis Valley (36"x24")
2. San Luis Valley Water and Where It Comes From (36"x24")
3. Wildlife Viewing -- Shorebirds (36"x24")
4. Wildlife Viewing -- Other Wildlife (36"x24")

# Los Caminos Antiguos Scenic & Historic Byway

## *Interpretive Site Story Form*

Site # 24

**Site Name:** Junction of Highway 17 and Six Mile Lane

**Interpretive Theme:** The San Luis Valley has been important to a variety of cultures for many years and each culture had its own reasons for holding this valley in importance

### **Objectives of the Site**

To orient visitors to the Los Caminos Antiguos Historic Byway and the area's special attributes

### **Desired Visitor Experience -- Visitors will:**

- understand that diverse cultures have been attracted to the San Luis Valley for many years, for many reasons

### **Recommended Interpretive Media**

Large Kiosk

### **Recommended Interpretive Topics**

1. Map and Activities Along the Byway (42"x30")
2. Hispanic Culture (42"x30")
3. Sacred Legends (42"x30")
4. Sangre de Cristo Mountains (42"x30")
5. Kids Activities Along the Byway (42"x16")
6. Modern Agriculture (42"x16")
7. Mt. Blanca and Its Legends (42"x16")
8. Geology of the San Luis Valley (42"x16")

# Los Caminos Antiguos Scenic & Historic Byway

## *Interpretive Site Story Form*

Site # 25

**Site Name:** Town of Alamosa (@ visitor information center)

**Interpretive Theme:** The Hispanic influence is felt throughout the San Luis Valley and Alamosa's role was influenced not only by Hispanic history but by the railroad

### **Objectives of the Site**

To introduce visitors to the Los Caminos Antiguos Historic Byway, in general, and to Alamosa, in particular

### **Desired Visitor Experience -- Visitors will:**

- understand that Alamosa is a part of the "big picture" of the San Luis Valley, through which the Los Caminos Antiguos Historic Byway runs

### **Recommended Interpretive Media**

Small Kiosk

### **Recommended Interpretive Topics**

1. Map and Activities Along the Byway (42"x30")
2. Kids Life in a Railroad Town (42"x16")
3. Alamosa In World War II (42"x30")
4. Cultures of the San Luis Valley (42"x16")

# Evaluating Interpretive Media

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Evaluating the costs of reaching a visitor with various interpretive media requires information on both the cost of the media and the number of visitor contacts. It is even more important to know if the media has been effective.

Formal research can identify those methods that are most effective but to avoid the time and expense required for formal research, there are various methods of informal feedback that can be used in conjunction with the interpretive media along Los Caminos Antiguos Scenic and Historic Byway.

Evaluating effectiveness requires that clear objectives be established at the onset of the project to form a measuring stick against which effectiveness can be measured. Unless we know what it is we want to accomplish it will be impossible to determine how well we have done it. Consequently, each story form contains objectives for individual exhibits.

Measuring the effects of interpretive media requires feedback from visitors. They must be observed or questioned. It is the recommendation of this interpretive master plan that the partners involved in the Los Caminos Antiguos Scenic and Historic Byway obtain training on interpretive services evaluation in order to conduct on-going evaluation, themselves. We feel that this will be the most cost-effective way of achieving continual evaluation of interpretive services once this plan has been implemented. The recommended training course could be offered to others in governmental agencies and public and private sectors. In that way, costs for training could be minimized.

Interpretive Media Productions, a firm located in Moscow, Idaho, has provided IMA with an all-encompassing proposal for this training. It includes introductory material as well as the tools and practice participants will need to conduct their own evaluations. After this course, participants will understand the process and principles of interpretive evaluation, be able to select appropriate techniques to evaluate particular interpretive service and be able to design and conduct evaluation of interpretive media. The workshop outline follows:

- I Introduction and Background
  - What is evaluation?
  - Why evaluate interpretation?
  - The uses and benefits of evaluation: three case studies
- II Issues to Consider
  - Evaluation Issues
    - precision and validity
    - consistency and reliability
    - sampling
    - generalizing
    - using the results
  - Other Issues
    - cost and staff time
    - Office of Management and Budget (OMB) requirements
    - visitor impact
- III The Evaluation Process
  - Identifying interpretive themes and objectives
  - Selecting appropriate techniques
  - Designing and planning the evaluation
  - Conducting the evaluation
  - Reporting the results
- IV Evaluation Techniques
  - Observation (participant and non-participant)
  - Group Interview
  - Questionnaire
  - Self-Critique
  - Readability Analysis
- V Small Group Exercise
  - Design and plan evaluation (following steps in Part III, above)
  - Group discussion and critique

# *Implementation*

## **Staffing**

Currently the partners on the Los Caminos Antiguos Scenic and Historic Byway do not offer personal service interpretive programs dealing with the byway. Although Great Sand Dunes National Monument and San Luis Lakes State Park offer interpretive programs dealing with their own themes, there are no permanent or seasonal byway employees who provide those services as their primary function.

Implementation of this plan will require that either an interpretive specialist from one of the governmental agencies involved as partners undertake the task of implementation or several recreation planners share the task of implementing different aspects of the project.

This will consist of maintaining interpretive wayside sites, changing seasonal exhibits, ensuring that repairs are done, planning special events that surround the byway's significance and monitoring interpretive services development contracts and media evaluation.

## **Cost Estimates**

The fabrication / installation budget for the interpretive master plan follows:

### **\*Wayside Exhibits and Kiosks**

Includes:

Research	Typesetting
Writing	Film Positives
Layout	Exhibit Fabrication / Framing
Design	Kiosk Construction
Illustration	

\*Price is for embedded fiberglass exhibits

Price does not include installation, concrete pad for kiosks or freight charges

<u>Location</u>	<u>Site Number</u>	<u>Cost</u>	<u>Media Recommendation</u>
Byway, General		\$1,500.	Design of Byway Logo
CO / NM Border	1	\$11,000.	Small Kiosk
Cumbres & Toltec Station House	3	\$3,400.	2 Low Profile Wayside Exhibits
Water Tank Overlook	4	\$1,700.	1 Low Profile Wayside Exhibit
Las Mesitas Church	7	\$3,400.	2 Low Profile Wayside Exhibits
Cumbres & Toltec Depot	8	\$18,500.	Large Kiosk (Partner)
Conejos	12	\$3,400.	2 Low Profile Wayside Exhibits
Manassa	14	\$3,400.	2 Low Profile Wayside Exhibits
Rio Grande Crossing	15	\$3,400.	2 Low Profile Wayside Exhibits
Old San Acacio Church	16	\$1,700.	1 Low Profile Wayside Exhibit
San Luis	17	\$11,000.	Small Kiosk
Oldest Store (San Luis)	*	\$1,700.	1 Low Profile Wayside Exhibit
Stations Of The Cross (San Luis)	*	\$1,700.	1 Low Profile Wayside Exhibit
Fort Garland	18	\$18,500.	Large Kiosk
Hwy. 150/Hwy. 160	19	\$3,400.	2 Low Profile Wayside Exhibits
Buffalo Overlook	20	\$1,700.	1 Low Profile Wayside Exhibit
Great Sand Dunes Nat'l Monument	21	\$11,000.	Small Kiosk
Cattleguard Archeological Site	22	\$1,700.	1 Low Profile Wayside Exhibit
San Luis Lakes State Park	23	\$11,000.	Small Kiosk
Hwy. 17/6 Mile Lane	24	\$18,500.	Large Kiosk (Partner)
Alamosa	25	\$18,500.	Large Kiosk (Partner)

**SUBTOTAL WAYSIDES / KIOSKS \$150,100**

## Activity Booklet

Price includes:

- Design
- Photo Acquisition
- Illustration
- Research and Writing
- Printing

**SUBTOTAL ACTIVITY BOOKLET \$10,000 for 5000 copies**  
**SUBTOTAL ACTIVITY BOOKLET \$12,700 for 10,000 copies**

## Historic Tour Guide

Price includes:

- Design
- Photo Acquisition
- Illustration
- Research and Writing
- Printing

**SUBTOTAL HISTORY TOUR GUIDE \$5,600 for 5000 copies**  
**SUBTOTAL HISTORY TOUR GUIDE \$7,400 for 10,000 copies**

## Lure Brochure

Price includes:

- Design
- Photo Acquisition
- Illustration
- Research and Writing
- Printing
- Rack Brochure, 16"x9" (folds to 4"x9")
- 80# white Lithofect Plus Gloss Paper
- Printing (full color)

**SUBTOTAL LURE BROCHURE \$5,371 for 10,000 copies**

## Video

Price includes \$1200-\$3500 per running minute of final video, depending on the amount of original footage required

**SUBTOTAL VIDEO \$1200 to \$3500 per minute**  
**Estimate for 5 minutes is \$17,500**

## Evaluation Training

Price is for two-day training course

**SUBTOTAL EVALUATION TRAINING \$1400.**

## **IMPLEMENTATION COST RANGE:**

**\$189,971 to \$194,471**

## Design Guidelines

One of the services of an interpretive master plan is to establish design guidelines, quality and consistency for the overall interpretive project. Design is composed of a variety of elements such as exhibit size, mounting / framing materials, type style, colors, and kiosk design. The Colorado Historical Society has set forth a set of guidelines for wayside exhibits and it is the recommendation of this plan that those guidelines be adhered to for interpretive media recommended in this interpretive master plan.

It is important that the implementation of this plan be carried out in a consistent manner so that it reflects well on the Los Caminos Antiguos Historic Byway. Every effort should be made to ensure that interpretive media design and fabrication is done to the same standards and specifications and uses the same designers and artist for its various phases. The design of a banner-type header that was requested as an element of this contract is included in the appendices of this document.

## Implementation Schedule

Phasing, obviously, will depend entirely on funding. It is not the intent of this implementation schedule to attempt to predict how or under what schedule funds will be secured but to prioritize the interpretive media so that a funding schedule can be developed by project partners.

### Phase I

It is recommended that a byway logo be developed and kiosks and wayside exhibits be installed as the first phase of implementation. Since the byway directional signage is in place as a visual indicator that the byway exists, it will be beneficial to residents and visitors alike, to have byway messages emphasized in the early stages of the project and have visual evidence of byway progress. Recommended order for installation phasing is:

<u>SITE NAME</u>	<u>SITE NUMBER</u>	<u>MEDIA</u>
Cumbres & Toltec Depot	8	Large Kiosk (Partners--Cumbres& Toltec; Colorado Historical Society)
San Luis Park	17	Small Kiosk (Partner Colorado Historical Society)
Fort Garland	18	Large Kiosk (Partner Colorado Historical Society)
Hwy. 17/6 Mile Road	24	Large Kiosk (Partner--Alamosa County)
Alamosa	25	Large Kiosk (Partner--Alamosa County)
CO / NM Border	1	Small Kiosk
Cumbres & Toltec Station House	3	2 Low Profile Wayside Exhibits
Conejos	12	2 Low Profile Wayside Exhibits
Hwy. 150/Hwy. 160	19	2 Low Profile Wayside Exhibits
Great Sand Dunes Nat'l Monument	21	Small Kiosk (Partner??)
San Luis Lakes State Park	23	Small Kiosk (Partner??)
Old San Acacio Church	16	1 Low Profile Wayside Exhibit
Oldest Store (San Luis)	*	1 Low Profile Wayside Exhibit
Stations Of The Cross (San Luis)	*	1 Low Profile Wayside Exhibit
Rio Grande Crossing	15	2 Low Profile Wayside Exhibits
Manassa	14	2 Low Profile Wayside Exhibits
Las Mesitas Church	7	2 Low Profile Wayside Exhibits
Buffalo Overlook	20	1 Low Profile Wayside Exhibit
Cattleguard Archeological Site	22	1 Low Profile Wayside Exhibit
Water Tank Overlook	4	1 Low Profile Wayside Exhibit

### Phase II

Once the wayside exhibits and kiosks are installed, it will benefit the partnership to understand their effectiveness before moving to another phase of implementation. For this reason, it is recommended that interpretive service evaluation training be implemented as the second phase.

### Phase III

It is recommended that marketing the byway through the lure brochure and the video take place in the third phase of implementation.

### Phase IV

The last phase of implementation will be the activity booklet and historic tour guide. Before these guides are printed, marketing should be in place with local merchants, museums and visitor centers. These guides will be an ongoing project in that they will need to be reprinted periodically but they should not be printed before visitation along the byway is sufficient to support the expenditure.

# *Appendix*

## *Los Caminos Antiguos Scenic and Historic Byway*

- Marketing the Byway
- Wayside Exhibit Header Concept Design
- Colorado Historical Society Wayside and Kiosk Designs
- Interpretive Media and Byway Topics

## Appendix A. Marketing The Byway

There are some effective and inexpensive ways to market the Los Caminos Antiguos Scenic and Historic Byway. It is the recommendation of this plan that some of these strategies be implemented as soon as is possible so visitors can learn about the byway and begin to enjoy the sights, sounds and experiences that await them along the Los Caminos Antiguos.

The most effective, least expensive marketing tools are:

- Attending travel and trade shows in Denver, Colorado Springs, Texas and Chicago
- Organizing familiarization (FAM) Trips for travel writers, welcome center volunteers and visual media personnel
- Participate actively in South Central Tourism Region activities (SoCeT)
- Work with San Luis Valley Tourism and SoCeT to become a part of their
  - touch screen video
  - printed promotional materials
  - FAM Tours
- Develop a lure brochure as outlined in implementation strategies of this plan
- Develop a video on the area as outlined in implementation strategies of this plan
- Keep brochures stocked at all State welcome centers, local motel rooms, Bed & Breakfast Inns in the San Luis Valley and in northern New Mexico
- Develop special events such as:
  - Pike Trek
  - De Vargas Days
  - Early San Luis Days (living history)
- Develop and sell "I traveled the Los Caminos Antiguos Scenic and Historic Byway" buttons and bumper stickers
- Develop photographic exhibits at all visitor centers, Chambers of Commerce offices, at governmental agency offices and at the Cumbres & Toltec Railroad Station

### FAM (Familiarization) Tour Contacts

Work with Chambers of Commerce, the Colorado Tourism Board, SoCeT and Southwest Tourism Regions and the Public Affairs offices at the Federal Agency Offices to promote touring and vacationing adjacent to the Los Caminos Antiguos Scenic and Historic Byway.

### Tourism Contacts

San Luis Valley Tourism Council  
Mr. Major Ohringduelph  
Box 207  
Blanca, CO 81123  
(719) 379-3201

Colorado Tourism Board, Regional Coordinator  
Mr. Dennis Van Patter  
Colorado Tourism Board  
1625 Broadway, Suite 1700  
Denver, CO 80202  
(303) 592-5419

## Travel Writers

Mr. George Hendrix  
Senior Staff Editor  
Midwest Living      Circulation 700,000  
1912 Grand Avenue  
Des Moines, IA 50309  
(515) 284-3000

Mr. Mike Right  
Editor, The Midwest Motorist      Circulation 385,167  
AAA Auto Club  
12901 N. Forty Circle  
St. Louis, MO 63141  
(314) 523-7350

Ms. Marge Peterson, Managing Editor  
Home and Away Magazine      Circulation 1,882,064  
Box 3535  
Omaha, NE 68103

Ms. Linda Fears, Travel Editor  
Ladies Home Journal      Circulation 5,000,000  
100 Park Avenue  
New York, NY 10017  
(212) 953-7070

Ms. Marilyn Holsten, Editor-In-Chief  
Adventure Road Magazine      Circulation 1, 479,616  
560 Livingston, 19th Floor  
New York, NY 10022  
(212) 756-7640

Mr. Vin Sparano, Editor-In-Chief  
Outdoor Life      Circulation 1, 506,944  
2 Park Avenue  
New York NY 10016  
(212) 779-5000

Ms. Karen Kucher  
San Diego Tribune      Circulation 69,000  
Box 191  
San Diego, CA 92112

Ms. Isabella Carrado, West Coast Manager  
Country Living      Circulation 1, 803,867  
3000 Ocean Park Blvd., Suite 2010  
Santa Monica, CA 94050  
(213) 450-9913

Mr. Norm Replin, Publisher  
Trips To Go      Circulation Colorado Front Range, only  
4950 E. Evans Ave., Suite 115  
Denver, CO 80222  
(303) 745-1616

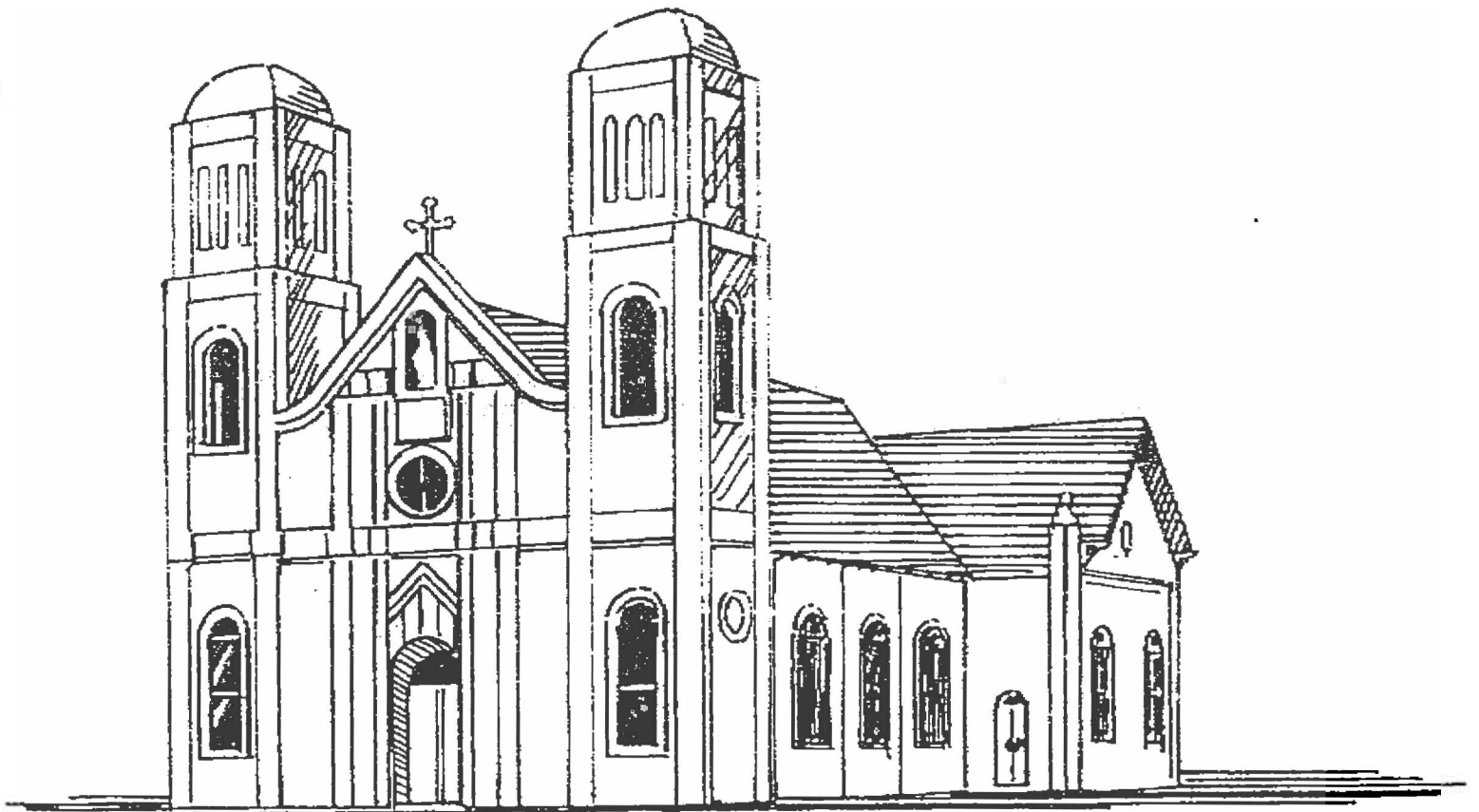
## Radio and Television Stations

Ms. Annette Visty, Assignment Editor  
KOOA-TV, Channels 5&30  
530 Communications Circle  
Colorado Springs, CO 80905

Mr. George Kessler  
KCNC-TV, Channel 4  
1044 Lincoln St.  
Denver, CO 80203

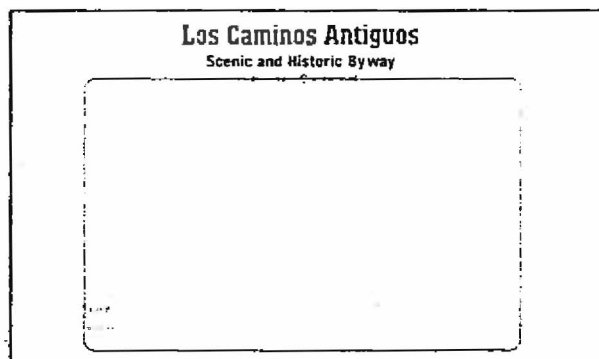
Mr. Peter Bulla  
KMGH-TV, Channel 7  
123 Speer Blvd.  
Denver, CO 80204

Mr. Mark Williams  
KUSA-TV, Channel 9  
1089 Bannock  
Denver, CO 80204

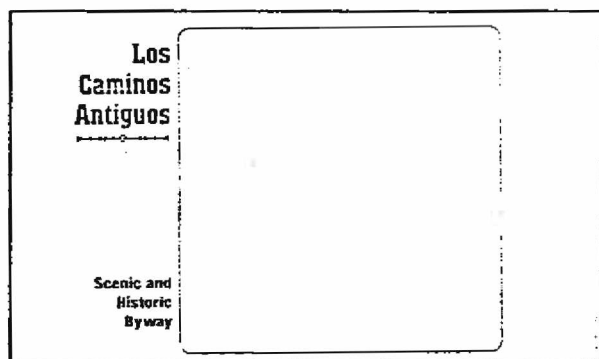


## Appendix B. Wayside Exhibit Header Concept Design

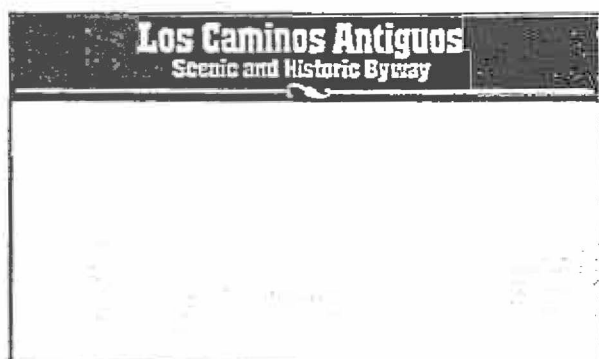
It is the recommendation of this plan that a combination of wayside exhibit "headers" be used for this project, depending on the design of the particular wayside exhibit size and topic. For instance, the 32"x16" exhibits might look better using Sample 2 or Sample 4 and 24"x36" low profile exhibits might look better using Samples 1 or 3.



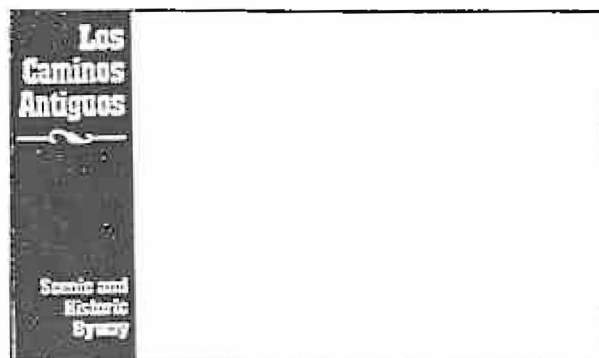
Sample 1: Horizontal layout. Main colors will be around the border and as a background within the border. Accent colors will be within the border with illustrations and text.



Sample 2: Vertical layout. Main colors will be around the border and as a background within the border. Accent colors will be within the border with illustrations and text.



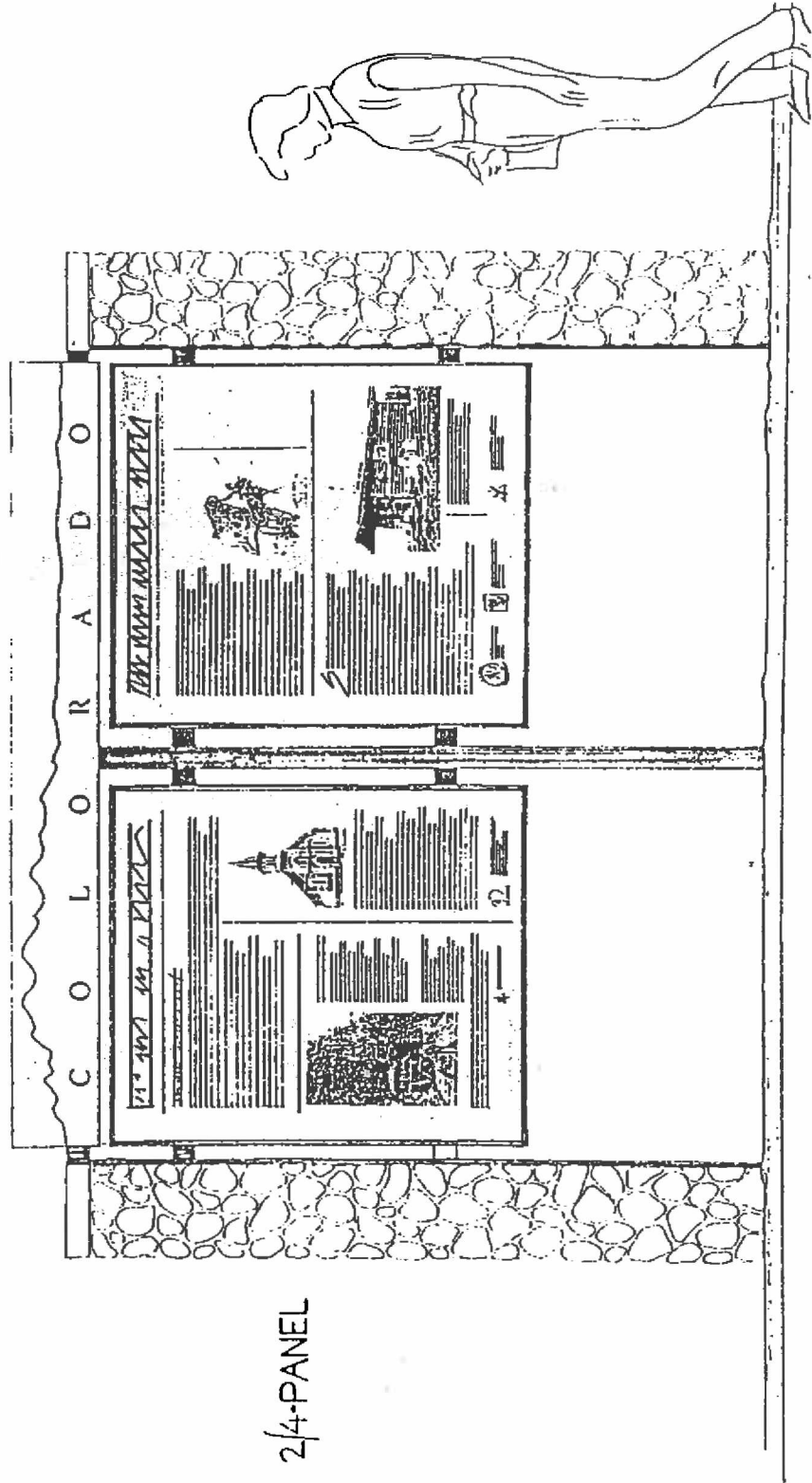
Sample 3: Horizontal layout. Main colors as a background for the illustrations and text. The Header color will "bleed to the edges."



Sample 4: Vertical layout. Main colors as a background for the illustrations and text. The Header color will "bleed" to the edges.

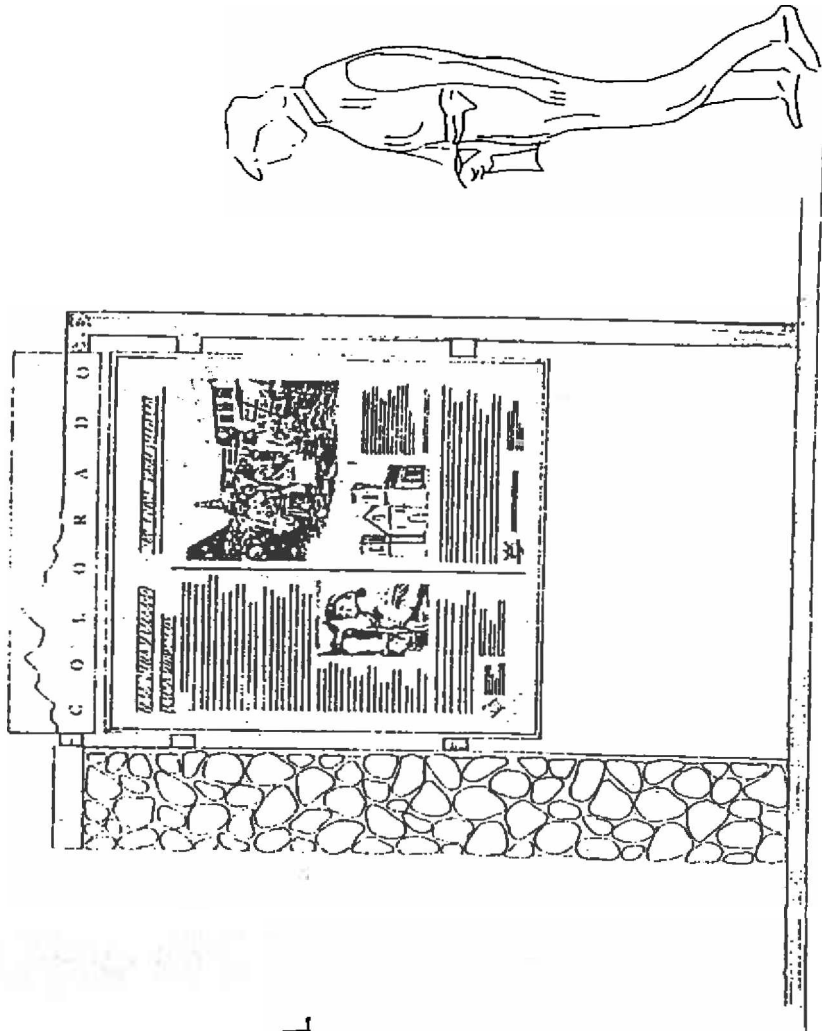
Appendix C. Colorado Historical Society Wayside and Kiosk Designs

CHS/CDOT ROADSIDE INTERPRETATION PROGRAM



2/4-PANEL

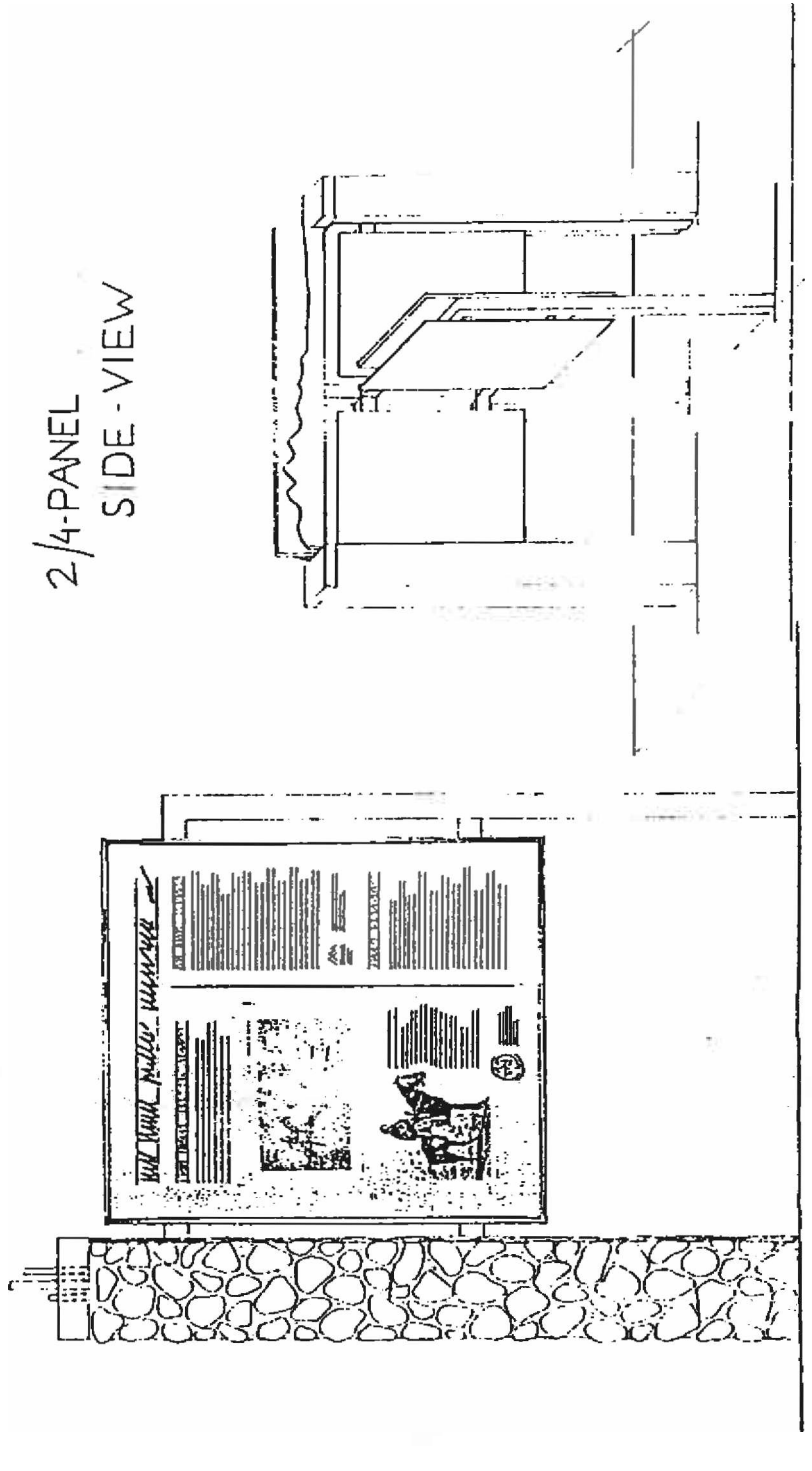
CHS/CDOT ROADSIDE INTERPRETATION PROGRAM



1/2-PANEL

# CHS/CDOT ROADSIDE INTERPRETATION PROGRAM

2/4-PANEL  
SIDE - VIEW



## Appendix D. Interpretive Media and Byway Topics

### Wayside Exhibits and Kiosks

Map and Byway Activities	Kids Exhibit and Activities	The Catholic Church
Early Transportation (Spanish to Railroads)	Winter on the Cumbres La Manga	Oldest Town in Colorado
La Vega	The People's Ditch	Significance of Hispanic Culture
Water Tanks on Rail Route	Cumbres Toltec Railroad History	Life 1850's to Today in San Luis
Ft. Garland & Ft. Massachusetts	Penitente Brotherhood	Hispanic Architecture
Sangre De Cristo Mountains	Influence of Religion & Language on Culture of the SLV	Geology of the Valley
Chile Line	A Soldier's Life at the Fort	Diverse Cultures of the Valley
Geology's Influence of Human Use of the San Luis Valley	De Vargas Expedition	Kids Life in a Railroad Town
Perlite Mine	Denver & Rio Grande Railroad	Los Brazos Ferry
Bison and Bison Ranching	Zapata Land Grant	Modern Agriculture
Conejos Plaza	Mining Adjacent to the Byway	Colorado History Timeline
Zebulon Pike in the Valley	Early Ranching in the Valley	Wildlife Viewing
Hispanic Kids' Games	Colonization Attempts	Life of Hispanic Women
Origins of Valley Water	Closed Basin Geography	Cattleguard Site Findings
Sheep Ranching in the Conejos Valley	Our Lady of Guadalupe Church	Toll Road: Conejos to Pagosa
Irrigation and Agriculture	Mt. Blanca and Legends	Watching Shorebirds
	Tewa Legends	Land Grants

### Historic Tour Booklet

Sheep Ranching in the Conejos Valley	Land Grants	Mining Adjacent to the Byway
Luxury on the "San Juan" Narrow Gauge	Chile Line	Acequias
Our Lady of Guadalupe Church	De Vargas Expedition	Spanish Expeditions & Trails
Agriculture in Hispanic Colorado	Pike Stockade & Expedition	
Mormon Settlement History	Jack Dempsey	King Turquoise Mine
Early Settlers	SLV Southern Railroad	San Luis Flour Mill
First Settlements	Fur Trades and Hispanic Involvement	
Centennial Farms	Stations of the Cross	Flourishing San Luis in 1920s
Garland City	Ute Religious Sites	Family Owned Store in San Luis
Petroglyphs and Diaries	Trinchera Watershed Project	
Sangre De Cristo Mountains	Hispanic Culture	Denver & Rio Grande Railroad
Water and Modern Agriculture	Warm Carbonated Water	SLV Water
Penitente Brotherhood	Indian Battles (i.e., Kiowa Hill)	
Tewa Origin Myth and San Luis Lakes		

### Activity Booklet \* Denotes Topic for Kids Section of the Activity Booklet

*Geology of the Conejos River Valley	*Man and Wildlife	*Acequias
*Wildlife Viewing	De Vargas Expedition	*14er's
*Spanish Expeditions and Trails	*Hispanic Culture	*Pike Stockade and Expedition
*Traditional Foods	*Adobe	*Early Settlers & Their Arrival
Influence of Anglo Settlement on Hispanic Culture	Culture	Centennial Farms
Recreation on the Byway	Land Grants	*Hispanic Games
*Stations of the Cross	*Petroglyphs and Diaries	*Kids Life at Ft. Garland
*Indian Mining Tools	*Great Sand Dunes National Monument	
Photographic Opportunities on the Byway		

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insert in brochures  
highlight all byways  
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- border to border
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- not really that far.

**APPENDIX G**  
**Marketing Plan**



## MARKETING PLAN

Marketing Byway opportunities will target the audiences identified in the Los Caminos Antiguos Visitor Survey. For the convenience of managers, highlights of an *interim* marketing plan are presented in this appendix. It is stressed that a complete 5-year marketing plan should be developed to effectively promote and market the Byway.

Effective marketing can include utilizing automobile club publications, tour guide companies, regional news media, and can be piggybacked on existing State and area tourism agency and chamber of commerce advertising campaigns.

## RECOMMENDATIONS

- The Management, Partnerships, and Marketing Team should support the development of a Los Caminos Antiguos 5-year marketing plan, to be completed by April 1, 2001.
- The Management and Marketing Team should develop a Marketing Information System for the Los Caminos Antiguos Scenic and Historic Byway.
- The Management and Marketing Team should target lengthening the stay of the visitors to the Byway area by one full day by the end of 2001.

## GOALS

- Increase Byway merchant association membership.
- Inform the public about the Byway while they are on the Byway.
- Increase the number of tourists coming to the communities along the Byway year-round.
- Increase destination visitation in the Byway communities in order to increase revenue.
- Fulfill visitor expectations about the Byway.

- Establish a five-year marketing plan for increasing the annual number of visitors to the Los Caminos Antiguos Scenic and Historic Byway, by the spring of 2001.

### **Visitor Demographics of the Los Caminos Antiguos Scenic and Historic Byway**

The vast majority of visitors are white (90.9%).

The two most represented states account for more than half of the visitors to the byway. Colorado represents 42.5% and Texas represents 14.4%.

Half of visitors came to the LCA Byway as a family (51.7%). One-quarter (25.4%) come as a couple.

Two-thirds of visitors (67.3%) are presently employed, while almost one-fifth are retired (19.6%). Present occupations frequently mentioned include education, training and library (23.6%) and business and financial operations (9.3%).

Two-thirds who visited the Byway are married with children (66.7%); over half are male (57.8%); and the average age is 49.1 years old.

The visitors who found the Byway most enjoyable are highly educated. Most (84.0%) have some level of college education. This corresponds with an associated high level of income: over two-thirds (68.8%) have an income \$40,000 or higher.

## STRATEGIES and ACTIONS

- Create and enhance the benefits package available through the merchants association.
- Create a greater awareness in the general public about the Byway before they plan their vacations.
  - Informational website and response mechanisms.
  - Front-range, Texas, New Mexico, and mid western advertising and editorial campaigns designed to heighten awareness, and create value.
  - Provide value-added tours to give incentive to visit the Byway.
- Create a greater awareness in the vacationing tourist about the Byway while they are within a three-hour drive from it.
  - Make Byway specific information available up and down the front-range; rack card/brochure placement, high impact billboard, local drive time radio spots, and hotel/motel table materials.
- Create a greater awareness in the visiting public about the Byway while they are on the Byway.
  - Provide easy information access utilizing information outlets throughout the Byway.
  - Work with all attractions throughout the Byway to provide Los Caminos Antiguos information and guidance.
- Improve the quality of the visitor's experience while they are on the Byway.
  - Implement infrastructure enhancement and recreation goals as per the Los Caminos Antiguos Corridor Management Plan.
  - Provide service training for frontline greeters and merchants along the Byway.
- Formalize a Los Caminos Antiguos Scenic and Historic Byway Management and Marketing Team.
- Continue to develop promotional materials about the Byway.
- Make travel agents aware of the Los Caminos Antiguos Scenic and Historic Byway, and participate in travel trade shows nation-wide.

## SPECIFIC STEPS

- Form a Los Caminos Antiguos Scenic and Historic Byway Management and Marketing Team by the summer of 2000 with public agencies and partners.
- Develop a cost-effective Los Caminos Antiguos Scenic and Historic Byway Marketing Information System, to be completed by late spring of 2001.



**APPENDIX H**  
**Designation Letters of Support**



RECEIVED APR 7 1992

OFFICE OF  
COUNTY COMMISSIONERS  
COSTILLA COUNTY

300 Box 100/ San Juan, Colorado 81152  
Phone (719) 43372

Commissioner Fred C. Sanchez  
District #2

Commissioner Ernest Chavez  
District #1

Commissioner George Valdez  
District #3

RESOLUTION # 5, 1992

BEFORE THE BOARD OF COMMISSIONERS OF COSTILLA COUNTY AND STATE OF COLORADO.

WHEREAS, the State of Colorado Transportation Commission has taken steps to designate certain highways within Costilla County as part of the Scenic By-ways program of the State of Colorado known as Caminos Antiguos.

WHEREAS, Costilla County has been requested to accept responsibility to further implement this program and to cooperate with Conejos County and Alamosa County and a total of 13 Federal, State and local agencies to extend the program to include the San Dunes loop and to further the Eastern Component of Caminos Antiguos.

IT IS THEREFORE THE RESOLUTION OF THE BOARD THAT COSTILLA COUNTY ACCEPT RESPONSIBILITY TO COOPERATE AS OUTLINED ABOVE TO TAKE STEPS TO IMPLEMENT AND FURTHER THE AREA OF THE CAMINOS ANTIGUOS EASTERN COMPONENT.

ADOPTED THIS 3rd DAY OF APRIL, 1992.

ATTEST:

COSTILLA COUNTY BOARD OF COMMISSIONERS

Roy D. Martinez  
ROY D. MARTINEZ  
CLERK OF THE BOARD

Ernest L. Chavez  
ERNEST L. CHAVEZ, CHAIRMAN

Fred C. Sanchez  
FRED C. SANCHEZ, VICE-CHAIRMAN

George Valdez  
GEORGE VALDEZ, MEMBER TO CONVEY

US 1 DL  
Cañon City, CO  
APR 07 1992

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# United States Department of the Interior



BUREAU OF LAND MANAGEMENT  
SAN LUIS RESOURCE AREA  
1921 STATE STREET  
ALAMOSA, COLORADO 81101

8350  
Zapata Falls  
(CO-053)BW

Mr. Mike Ryan, President  
San Luis Valley Tourism Council  
P.O. Box 609  
Monte Vista, Colorado 81144

Dear Mr. Ryan:

The Bureau of Land Management's San Luis Resource Area fully supports the nomination to extend the Los Caminos Antiguos Scenic Byway to include a portion of the Great Sand Dunes Loop Tour (State Highway 150 and Alamosa County Road 6). The proposed route extension traverses several areas of public land administered by the BLM which would complement the byway by offering outstanding opportunities for outdoor recreation and historical/archaeological interpretation. These areas include the Cattleguard Folsom Site, Zapata Falls and the Blanca Wildlife Area.

Please keep us informed of your progress on this important project. We look forward to assisting in the planning and development of Los Caminos Antiguos. If you have any questions, please contact me at (719) 589-4975.

Sincerely,

Area Manager

THE GREAT SAND DUNES NATIONAL MONUMENT IN THE SAN LUIS VALLEY OF COLORADO



ALAMOSA COUNTY  
ALAMOSA, COLORADO 81101

Board of  
Commissioners  
P.O. Box 178  
589-3841

April 24, 1992

Manager  
P.O. Box 178  
589-4848

Mr. Mike Ryan  
SLV Tourism Board  
c/o Movie Manor Motel  
2830 W. Highway 160  
Monte Vista, CO 81144

Public Health  
and Land Use  
P.O. Box 178  
589-3812

Dear Mr. Ryan:

Enclosed please find the resolution which the Board of Alamosa County Commissioners executed on Wednesday, April 15, 1992.

The Board of Alamosa County Commissioners fully supports the proposed extension of the Camino Antigua Scenic Highway designation.

If you need further information or have any questions, please don't hesitate to contact me.

Sincerely,

BOARD OF ALAMOSA COUNTY COMMISSIONERS



Carol Mondragon  
Administrative Assistant

Social Services  
P.O. Box 1292  
589-2581

Road & Bridge  
1320 17th St.  
589-6262

BEFORE THE BOARD OF COUNTY COMMISSIONERS OF ALAMOSA COUNTY

RESOLUTION NO: 92-G- 9

RE: PROPOSED EXTENSION OF THE CAMINO ANTIGUA SCENIC HIGHWAY DESIGNATION  
IN ALAMOSA COUNTY, COLORADO

---

Commissioner Zimmerman moved for the adoption of the following resolution. Commissioner Gallagher seconded the motion.

WHEREAS, the Camino Antigua Scenic Highway designation presently extends to the Town of Fort Garland; and

WHEREAS, the County of Alamosa wishes to propose the extension of that Scenic Highway route west on Highway 160, north on Highway 150 and West on County Lane 6 North to Highway 17; and

WHEREAS, such an extension of the Scenic Highway would provide access to the following scenic attractions and sites demonstrating the rich historic culture of the San Luis Valley:

The Great Sand Dunes National Monument with its informative exhibits and interpretive programs explaining the formation and continuing evolution of the Dunes;

The San Luis Lakes, with their expanding recreational facilities and opportunities, both for Valley residents and tourists, and educational opportunities revolving around the historic Tewa Indian culture in and around the Lakes area;

The Zapata Falls, which will soon have a public access road completed directly off of Highway 150, providing additional recreational opportunities to explore the canyon and falls area and hiking trails, and offering views of the Valley from the picnic site at top of the access road, at approximately 9,000 feet above sea level;

The Sangre de Cristo Mountain range running parallel to that portion of Highway 150, with its camping, hiking and exploration opportunities, including access to Blanca Peak, one of the four sacred peaks of the Navajo; and

The Folsom cattleguard site at which Smithsonian experts have conducted an archeological dig for several years, exploring and gaining new knowledge of the culture and daily living patterns of the native Valley residents thousands of years ago.

WHEREAS, Alamosa County believes that the residents of the entire San Luis Valley, as well as visitors from other parts of Colorado and elsewhere, would benefit from increased awareness of the cultural insights and knowledge to be gained from each of these sites and that the whole Valley would benefit economically from the increased tourism of visitors enjoying the beauty of our Valley;

NOW, THEREFORE, BE IT RESOLVED that Alamosa County proposes the extension of the Camino Antigua Scenic Highway route from Fort Garland, west on Highway 160, north on Highway 150 and West on County Lane 6 North to Highway 17, to facilitate and encourage visitors to enjoy and learn more about our Valley from the sites designated above.

Roll call vote resulting in approval: three in favor, none against.

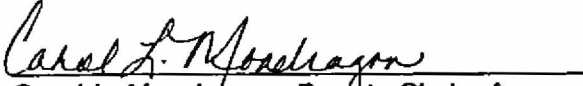
DATED: April 15, 1992.

BOARD OF COUNTY COMMISSIONERS  
OF ALAMOSA COUNTY

(S E A L)

By   
Jim Jones, Chairman

ATTEST:

  
Carol L. Mondragon, Deputy Clerk of  
the Board



United States Department of the Interior  
NATIONAL PARK SERVICE

GREAT SAND DUNES NATIONAL MONUMENT  
MOSCA, COLORADO 81146

IN REPLY REFER TO:

A3815

April 27, 1992

Mike Ryan  
c/o Movie Manor  
2830, West Hwy 160  
Monte Vista, CO 81144


Dear Mike:

We would like to express our support for the effort to extend the Los Caminas Antiguos Byway north to the San Luis Lake area. In addition to the numerous pre-historic sites, this area is also the Pike route into the valley and has some of the best remaining early ranch buildings. Some of these building, like the ones at the Zapata Ranch are open to the public. An extension to the north would add a great deal of variety to the Byway.

While we would anticipate little effect on the number of visitors to the monument, with 300,000 visitors coming to the Great Sand Dunes each year, it is likely that quite a few would pick up the Byway here and follow it south to Conejos and Costilla counties.

Good luck. Let us know if we can be of help.

Sincerely,

  
William E. Wellman  
Superintendent



# STATE OF COLORADO

## Division of Parks & Outdoor Recreation

South Region Office

2126 N. Weber Street  
Colorado Springs, CO 80907  
Telephone (719) 471-0900



April 30, 1992

Roy Romer  
Governor  
Ron G. Holliday  
Director

Mr. Mike Ryan, President  
San Luis Valley Tourism Board  
2830 West Highway 160  
Monte Vista, CO 81144

Dear Mr. Ryan:

We hope to have most of the facility construction completed in the late Fall at San Luis, and it will be open with camping the Spring of 1993.

The Colorado Division of Parks would support the extension of the State scenic byway "Los Caminos Antiguos" to include Alamosa County Road 6. It is my understanding that the San Luis Lake area plays an important role in Tewa Pueblo mythology. Also, the Smithsonian Institute has had several archaeological digs in the area relating to ancient man inhabiting the San Luis Lake vicinity. I believe it would be a boost to the San Luis State Park and the Great Sand Dunes. The Division of Parks would appreciate it very much if you would consider this request. Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Richard M. O'Rourke'.

Richard M. O'Rourke  
Asst. Regional Manager



**APPENDIX I**  
**Intrinsic Qualities of the Byway**



## **APPENDIX I**

### **Intrinsic Qualities**

#### **Scenic**

Mt. Blanca - zone 5  
Sangre de Cristo mountain range  
Great Sand Dunes National Monument – zone 6  
Zapata – zone 6  
San Juan Mountains  
Rio Grande National Forest – zone 1  
South San Juan Wilderness – zone 1  
Rio Grande River – zone 8, 3  
Chama Valley – zone 1  
Alpine Desert – all zones  
Big Sky  
La Sierra  
Old Adobes  
San Luis Lake State Park – zone 6

#### **Historic**

Churches – zone 2, 3, 4, 5, 7, & 8  
Pike's Stockade – zone 3  
Adams State College – zone 8  
Cumbres Y Toltec Railroad – zone 2  
Train Engines – zone 2, 8  
Train Depots – zone 2, 3, & 8  
Railroads – zone 2, 3, 5, 7, & 8  
Chile Line – zone 2, & 8  
McKinney Railroad Switch – zone 7  
King Turquoise Mine  
Land Grants  
Water Rights  
Mosca Trail – zone 6  
Old Spanish Trail – zone 4, & 2  
Community Buildings – zone 5, 4, 3, 2, & 8  
Acequia  
Entradas – Oñate de Vargas, De Anza  
Fort Garland – zone 5  
Cemeteries

## **Cultural**

San Luis, oldest incorporated town  
Oldest Church  
Oldest Parish  
Commons, San Luis  
Shrine– zone 4  
Mormon Pioneers – zone 2  
Buffalo Soldiers – zone 5  
Reenactments – zone 5  
Cattle and Sheep Drives  
People’s Ditch  
Jack Dempsey  
Folkways  
Weavings/Crafts/Arts  
Festivals  
Dances  
Lafayette Head  
Ute Trees at the Dunes – zone 6  
Moradas  
Mariachis

## **Recreation**

River Rafting – zone 8 & 3  
Biking  
Hiking  
Walking  
Concerts  
Tours  
Horseback Riding  
Great Sand Dunes National Monument – zone 6  
Camping  
Golf – zone 6 & 8  
Fishing/Hunting – zone 1, 3, 4, 6, & 8  
San Luis Lake – zone 6  
Mountain Home Reservoir – zone 5  
Sanchez Reservoir – zone 4  
Smith Reservoir – zone 5  
Crane Festival  
Christmas Bird Count  
Watchable Wildlife  
Water Skiing  
Eco-tourism  
Watchable Wildlife

### **Natural**

Zapata Falls – zone 6  
Blanca Wetlands – zone 6  
Rio Grande River  
Conejos River  
Whiskey Pass  
Cumbres Pass – zone 1  
Sangre De Cristo mountain range  
Medano Ranch – zone 6  
Great Sand Dunes National Monument – zone 6  
Riparian Habitat  
Culebra  
Wildlife of the Valley  
San Luis Lake State Park – zone 6  
Conejos River – zone 1  
Hot Springs – zone 8  
Bison Herd – zone 6

### **Archaeological**

Folsom Sites – zone 6  
Fort Garland – zone 5  
Petroglyphs



# Los Caminos Antiguos Scenic and Historic Byway

## Intrinsic Qualities

**Legend**

**SCENIC**  
**HISTORIC**  
**CULTURAL**  
**RECREATION**  
**NATURAL**  
**ARCHAEOLOGICAL**



- Zone 1**
- Chama Valley
  - Fishing/Hunting
  - Camping
  - Rio Grande National Forest
  - South San Juan Wilderness
  - Cumbres Pass
  - Conejos River
  - Watchable Wildlife

- Zone 7**
- Churches
  - McKinney Railroad Switch

- Zone 8**
- Rio Grande
  - Alpine Desert
  - Churches
  - Community Buildings
  - Adams State College
  - Railroad Engine & Depot
  - River Rafting
  - Fishing
  - Golf
  - Biking/trails

- Zone 2**
- Alpine Desert
  - Toltec Railroad
  - Community Buildings
  - Churches
  - Old Spanish Trail
  - Train Engine & Depot
  - Oldest Parish

- Zone 3**
- Rio Grande River
  - Alpine Desert
  - Pike's Stockade
  - Train Depot
  - Railroad
  - Community Buildings
  - Churches
  - Fishing
  - River Rafting

- Zone 6**
- Great Sand Dunes
  - Alpine Desert
  - Zapata Ranch
  - San Luis Lake
  - Mosca Trail
  - Ute Trees
  - Fishing/Hunting
  - Biking
  - Golf
  - Camping
  - Blanca
  - Wetlands
  - Zapata Falls
  - Medano Ranch
  - Bison Herd
  - Watchable
  - Wildlife
  - Folsom Sites

- Zone 5**
- Mt. Blanca
  - Alpine Desert
  - Fort
  - Community Buildings
  - Churches
  - Buffalo Soldiers
  - Reenactments
  - Mt. Home
  - Reservoir
  - Smith Reservoir
  - Camping
  - Watchable
  - Wildlife
  - Fort Garland

- Zone 4**
- Old Adobes
  - Alpine Desert
  - Community Buildings
  - Churches
  - Old Spanish Trail
  - Oldest Incorporated Town in Colorado
  - Oldest Church
  - Shrine
  - Commons
  - Sanchez Reservoir
  - Fishing
  - Biking
  - Watchable
  - Wildlife





## **APPENDIX J**

### **Historic Sites of the Los Caminos Antiguos Scenic and Historic Byway**



## **APPENDIX J**

### **Historical Sites of the Los Caminos Antiguos Byway**

#### **Alamosa County**

##### **Alamosa**

###### **ALAMOSA COUNTY COURTHOUSE**

702 Fourth St.

National Register 09/29/1995, 5AL263

The U-shaped complex is one of the county's best examples of the Mission style. The courthouse was the largest of several WPA projects built in the county during the 1930s. Construction began in 1936. Using local clay and sand, more than 450,000 bricks were produced at a kiln located north of Alamosa. The courthouse continues to house a variety of county offices.

###### **ALAMOSA MASONIC HALL**

514 San Juan

State Register 05/14/1997, 5AL243

The building's elaborate stamped metal upper story represents a period of construction associated with the arrival of the railroad and the resulting ability to import prefabricated architectural elements. Built in 1887, it was one of the first major buildings to be constructed on what would become Alamosa's main street.

###### **AMERICAN NATIONAL BANK BUILDING**

500 State Ave.

National Register 04/15/1999, 5AL248

The 1909 building was constructed during a period of rapid growth in the San Luis Valley and reflects the optimism associated with an important phase of downtown Alamosa's commercial development. The virtually intact brick building is a good example of an Arcaded Block, a popular commercial building type during the early decades of the 20th century. The building functioned as a bank until 1951, and for many years it has housed a flower shop.

**BAIN'S DEPARTMENT STORE**

510 Main St. & 509 Hunt Ave.

State Register 09/13/1995; Boundary Increase: State Register  
09/09/1998, 5AL529

The 1935 Bain's Department Store is associated with the Depression Era commercial activities of the community. The building is representative of many built during the Depression, making extensive use of recycled materials.

**DENVER AND RIO GRANDE RAILROAD DEPOT (Alamosa County Offices)**

610 State St.

National Register 02/11/1993, 5AL251

The depot operated as an important transfer point for passengers, mail, and freight traveling between Creede, Santa Fe and Durango. Built in 1908, to replace an 1878 depot destroyed by fire, the west section was added in 1930. Its Spanish tile roof reflects the San Luis Valley's Hispanic heritage. Agricultural development in the valley made it essential for shipping. Passenger and freight use decreased in the 1950s, leading to the station's closure. Subsequent interior remodeling occurred to accommodate city offices, but the exterior remains nearly as built. Listed under Railroads in Colorado, 1858-1948 Multiple Property Submission.

**SACRED HEART CATHOLIC CHURCH**

727 4th St.

State Register 03/13/1996; National Register 07/15/1998, 5AL262

Constructed between 1922-1928, the church is an interesting interpretation of the Mission style designed by prominent architect Robert Willison. The interior includes outstanding murals painted by local artist Josef Steinhage that were recognized nationally in Catholic circles.

## **Mosca**

### **SUPERINTENDENT'S RESIDENCE, GREAT SAND DUNES NATIONAL MONUMENT**

Colo. Highway 150, southwest of Mosca  
National Register 11/02/1989, 5AL414

Constructed in the Territorial Adobe style, the building features a gabled roof, an Anglo modification of the traditional Hispanic flat roof. It was the largest project undertaken by the WPA during its late 1930s work at Great Sand Dunes. It represents the Rustic Movement, championed by the National Park Service's first director, Stephen T. Mather, who advocated the use of native materials and vernacular building traditions wherever possible. There is an adjacent fee station.

### **ZAPATA RANCH HEADQUARTERS**

5303 Colo. Hwy. 150  
National Register 04/05/1993, 5AL297

Zapata Ranch was one of the first and largest cattle ranches in the area. It also served as a stage coach stop and post office. Some of its buildings date back to the 1870s, and all of the historic ranch buildings are of log construction.

## **Conejos County**

### **Antonito**

#### **COSTILLA CROSSING BRIDGE**

County Rd., over Rio Grande River  
National Register 02/04/1985, 5CN628

Completed in 1892, this pin/rigid connected, eight-panel Thatcher through truss is significant for its unusual structural style, patented in 1884 by Edwin Thatcher, then Chief Engineer of the Keystone Bridge Company. Never very popular, only the Wrought Iron Bridge Company manufactured metal versions. It is the oldest vehicular truss in southern Colorado. Listed under Vehicular Bridges in Colorado Thematic Resource.

### **CUMBRES-TOLTEC SCENIC RAILROAD**

Antonito to Chama, New Mexico

National Register 02/16/1973, 5CN65/5AA664

This narrow gauge railroad segment exists as one of only two operating sections of what was once a state-wide network of three-foot gauge tracks built and operated by the Denver and Rio Grande Railroad. Completed in 1880, the line helped to sustain the ranching and logging activities in northern New Mexico and southern Colorado and formed a link for the transportation of precious metals from the San Juan mining camps to Denver. The states of Colorado and New Mexico continue to operate the rail segment as a tourist attraction.

### **ENGINE 463**

US Hwy. 285

National Register 05/12/1975, 5CN68

Built in 1903 by the Baldwin Locomotive Works of Philadelphia, Engine #463 is one of only two remaining locomotives of the K-27 series originally built for and operated by the Denver & Rio Grande Western Railroad. The K-27 series was a departure from the design most prevalent on Colorado's narrow gauge lines, resulting in a locomotive with one and one-half times more power. The arrival of this series marked a significant turning point in the operation of D&RGW's narrow gauge lines that was to remain in effect until the end of Class I narrow gauge steam locomotion in 1968.

### **PALACE HOTEL**

429 Main St.

National Register 08/19/1994, 5CN774

Expanding railroad service created the need for construction of the Palace Hotel. Due to its location at the junction of the Rio Grande Railroad's line to Chama, Durango and the San Juan Mountains and its branch to Santa Fe, Antonito became an important trade center in the southern San Luis Valley. The Palace Hotel provided overnight accommodations for salesmen, wool merchants, and tourists beginning in 1890.

**WARSHAUER MANSION**

515 River St.

National Register 08/30/1974, 5CN69

This large 1912 brick and stucco home, with a red tile roof, was built for Fred B. Warshauer, a German immigrant who rose to county prominence in the sheep business. Denver Architect George F. Harvey drew the plans according to Warshauer's specifications. Unusual for the period, the house boasts a central vacuum cleaning system and a fire control system.

**Mogote****SAN RAFAEL PRESBYTERIAN CHURCH**

County Rd. 9

State Register 06/09/1999, 5CN894

The circa 1895 church, which was lengthened in 1911, is one of the oldest extant adobe churches in Conejos County. The oblique entry and bell tower, with its pyramidal roof and tall spire, create an asymmetrical composition that is quite different from the typical Territorial Adobe church. The building also represents the inroads made by the Presbyterian Church into Hispanic southern Colorado, which was predominately Catholic. It is the only remaining Hispanic-speaking Presbyterian church in Conejos County.

**Costilla County****Fort Garland****BARLOW AND SANDERSON STAGECOACH**

Colo. Hwy. 159, Fort Garland compound

State Register 06/14/1995, 5CT46.1

This Barlow and Sanderson Stagecoach provided basic transportation throughout the San Luis Valley of Colorado and New Mexico in the late 19th century. The stagecoach is a rare example of an Abbot-Downing mud wagon type built around 1871.

### **FORT GARLAND**

Colo. Hwy. 159, south of US 160

National Register 02/26/1970, Boundary Increase: State Register  
12/11/1996, 5CT46

Fort Garland is important for its association with the settlement of the San Luis Valley and southern Colorado. Built in 1858, the fort served as a base of military operations until it was abandoned in 1883. The fort contains an excellent collection of Territorial Adobe buildings. The Colorado Historical Society operates Fort Garland as one of its regional museums.

### **San Acacio**

#### **SAN ACACIO SAN LUIS SOUTHERN RAILWAY DEPOT**

North of Colo. Hwy. 142

State Register 12/09/1998, 5CT22

Built in 1910, it is the largest depot constructed by the San Luis Southern Railway, a 32-mile standard gauge railroad built to serve the towns and farms planned by the Costilla Estates Development Company. The two story depot also served as railway headquarters until 1950, and it is all that is left in San Acacio to represent the railroad and the company that created the town. The building is currently used as a bed and breakfast.

### **San Luis**

#### **PLAZA de SAN LUIS de la CULEBRA HISTORIC DISTRICT**

Colo. Hwy. 159

National Register 12/22/1978, 5CT47

Established in 1851, San Luis is the oldest continuously inhabited town in Colorado. The district contains an important collection of buildings that include the courthouse, a church, a cemetery, residences, and commercial buildings. The district also includes the Vega, a common ground for animal grazing, and the San Luis People's Ditch.

**SALAZAR HOUSE**

603 Main St.

State Register 05/14/1997, National Register 01/23/1998, 5CT265

Constructed in 1906, the house is an example of an ornamental concrete block residence. Its Queen Anne detailing is an unusual expression for concrete block construction and for Costilla County. Listed under Ornamental Concrete Block Building in Colorado, 1900 to 1940 Multiple Property Submission.

**SAN LUIS BRIDGE**

Colo. Hwy. 159

National Register 02/04/1985, 5CT141

Completed over Culebra Creek on the western edge of San Luis in 1911, this segmental, reinforced concrete open spandrel arch is one of the earliest unaltered bridges of this type in Colorado. Listed under Vehicular Bridges in Colorado Thematic Resource.

