

National Scenic Byway Foundation Survey

October 2010

Summary

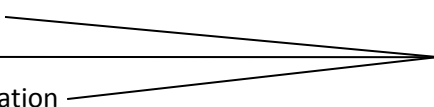
439 survey invitations were sent, 153 respondents – 35% response rate

- **The NSBF should serve:**
 - 150 Designated byways 81%
 - Byway Visitors 56%
 - State Byway Coordinators 52%
 - Its members 51%

- **Functions the NSBF should partake in?**
 - Advocate for Byways with FHWA in DC 87%
 - Advocate for Byways with Members of Congress 77%
 - Serve as a non-profit partner of the NSB Program 74%

- **How should the NSBF obtain funding:**
 - Grants from sources other than FHWA 73%
 - Membership Dues 61%
 - Endowment 59%

- **In what areas do you need the most help in order to achieve long-term success:**
 - Dedicated Source of funding for byways 73%
 - Marketing and Public Relations 52%
 - Legislative Advocacy 36%

- **How can the NSBF be of greater service to you:**
 - Marketing
 - Advocacy
 - Communication

67%

- **What does the National Scenic Byway Program need:**
 - The vast majority of the responses related to –
 - More dedicated funding
 - Greater communication
 - More partnering
 - More marketing and greater public awareness
 - A more consistent and credible designation program