Route 66
Economic Impact Study

TECHNICAL REPORT, VOLUME I
History, Characteristics, and Economic Contributions

A study conducted by Rutgers, The State University of New Jersey
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AUTHORS

David Listokin

and

David Stanek
Orin Puniello
Michael Lahr
Kaitlynn Davis
Garrett Hincken
Jedediah Drolet

with

Ningyuan Wei
Marc Weiner
Charles Heydt
Calvin Tien

RUTGERS

Center for Urban Policy Research
Edward J. Bloustein School of Planning and Public Policy
Rutgers, The State University of New Jersey
New Brunswick, New Jersey

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Technical Report, Volume I

INTRODUCTION AND EXECUTIVE SUMMARY

Running about 2,400 miles from Chicago, Illinois to Santa Monica, California, Route 66 is an extremely rich and diverse historic and cultural corridor that attracts significant tourism, including many international travelers. This study by Rutgers University analyzes the "Mother Road" with a focus on its historic preservation, economic landscape, and heritage tourism. The Rutgers investigation was funded by American Express with research oversight provided by the National Park Service and the World Monuments Fund. Highlights of the study include the following:

Mapping of the primary alignment of the Route 66 Corridor utilizing Geographic Information Systems (GIS) and using the GIS resource to develop the first-ever census-based profile of who lives along the Mother Road. Among other findings, this analysis reveals that 5.5 million racially and ethnically diverse persons (e.g., 25 percent Hispanic) live on or close (within one mile) to Route 66, their aggregate household income is about $112 billion, and their household consumption is about $80 billion. (Heightened capture of this spending by Route businesses would enhance the Mother Road's economic prospects.) Yet, the population along Route 66 confronts unemployment and other economic issues, such as about 15 percent under the poverty level, and there are yet other looming challenges (e.g., almost 200,000 vacant housing units).

Map of Route 66

Completion of the first-ever national survey of travelers along Route 66—a probe based on 100,000 questionnaires distributed along the highway's full 2,400 miles over a year's period. The approximately 4,200 respondents to this survey (encompassing about 13,000 persons) provide invaluable information on traveler residence (e.g., 85 percent from all 50 states and 15 percent international), traveler socioeconomic profile (e.g. mostly white, with diverse incomes, and many retirees), Route 66 trip characteristics and spending (e.g., median of 5 days and about $1,500 to $2,000 trip outlay), and tourist perspective of the Mother Road (e.g., attracted to historic and "Americana" resources), including recommendations to enhance the travel experience (e.g., develop/refine a Route-specific GPS).

A first-time-ever survey of museums along Route 66, including those dedicated to the Mother Road itself (e.g., in Barstow, California) and entities focusing on "Americana" (e.g., the Jesse James Museum in Stanton, Missouri). Rutgers surveyed 33 such museums along the Route and found that most were small (median membership of about 100 and median budget of about $62,000) yet attracted a median of almost 10,000 visitors each. While an important resource for Route 66 tourism, these museums faced many challenges, such as relying almost entirely on unpaid volunteers (there was a median of only one paid staff member), and need financial and technical assistance to protect their collections and to expand/improve their infrastructure and marketing.

Information assembled on the Main Street Programs along Route 66. Main Street is a program spearheaded by the National Trust for Historic Preservation to synthesize preservation and economic development, often in smaller communities. Rutgers examines the 25 Main Street efforts along the Mother Road, offering details of each, some dating back a decade or longer. Cumulatively to date, these 25 programs have been responsible for considerable investment—over $900 million (in inflation-adjusted 2009 dollars), including $120 million in rehabilitation, $200 million in new construction, and $600 million in public infrastructure and other improvements. That significant investment underscores the yet greater potential of the Main Street program abetting the revitalization of Route 66 if it could expand beyond the 25 Mother Road-sited efforts to date.

Completion of 25 in-depth case studies of iconic Route 66 sites, typically heritage tourism hot-spots, which provide considerable qualitative and quantitative insights into Route 66. The sites include some of the most famous Mother Road locations, such as the Rock Café (Stroud, Oklahoma), and the Blue Swallow Motel (Tucumcari, NM). Besides recounting the compelling "stories" of the sites (e.g., rebuilding the Rock Café after a disastrous fire), the case studies document their economic contribution, which includes *direct investment* (typically for rehabilitation), *business employment*, and *site-generated taxes*. These contributions are driven by a *dynamo of heritage travel*, with the case study sites drawing from four-figure to over six-figure annual visitors/patrons each—with many (67 percent) coming "from afar" (from a state other than where the resource is located [47 percent] or from abroad [20 percent]). From an economic development perspective, visitors coming "from afar" have the biggest economic stimulus because new spending is being "imported." Further, in numerous case studies, the tourism draw and attendant in-

vestment enhanced community self-image and thus had a positive "place-making" effect as well.

Summary of the economic contribution of Route 66 and consideration of policies to enhance this contribution and to preserve the Mother Road. The total annual, direct (without multiplier impacts) economic activity related to Route 66 from various sources (traveler spending, Main Street-documented investment, and museum budgets) amounts conservatively (a lower rather than higher estimate) to about $132 million annually. Rutgers applies an input-output (I-O) model to this direct spending and finds millions of additional dollars in multiplier benefits. These include $262 million in overall (direct and multiplier) economic output, $126 million in wealth creation (or gross domestic product), and $37 million in public tax revenues. While these sums are clearly important in their own right, the yet more significant contribution of Route 66 is at a local contextual level. As documented in the case studies, in many smaller communities along Route 66, tourism related to the Mother Road is one of the most significant, if not the only, "economic game in town." The restored Route 66-themed motel, restaurant and gift shop may not have a high-dollar business volume (especially relative to the much larger regional and state economies), yet they anchor the downtown in many small communities and change the perceived image of a place from a dowager town abandoned by the interstate to a community with a Route 66-linked past and future.

Discussion of the benefits of heritage tourism as well as the challenges. Much of the economic contribution of Route 66 noted above is generated by heritage tourism, yet there are challenges as well. For instance, the flipside of many heritage travelers is wear and tear on the places visited and the host community. A local "authentic" cultural place, bearing the imprint of a founder's vision or a donor's largesse, may have long-term sustainability issues as these individuals exit the stage. Further, how can new traveler support facilities, such as restaurants and gift shops built near iconic heritage sites, be harmonized so that the new complements the old rather than being harmful? In short, the heritage tourism character of Route 66 is a source of tremendous economic and other benefits while requiring proactive and sensitive management.

A concluding discussion of programs to enhance investment in Route 66 to further the economic contribution and place-remaking afforded by the Mother Road. Much is being done already, and the Route 66 Corridor Preservation Program is applauded for its efforts to date, such as through its cost-share grants. Likewise, there has been a good start of investment using funds from the National Scenic Byways (NSB) Program, which is administered through the Federal Highway Administration. Yet much more remains to be done. Certain programs already in use along Route 66, such as funding for Transportation Enhancement (TE) Activities, can be expanded to aid the Mother Road, especially the historic preservation of this resource. (Preservation is a legitimate TE Activity.) Enhanced utilization of the NSB Program for Route 66 purposes is also possible. The Rutgers study further finds that some of the most significant historic preservation and economic development programs in the United States today, such as the federal historic tax credit (HTC),

are used only lightly along Route 66. Rutgers examines why this is the case and offers recommendations for invigorating utilization. For instance, the federal HTC does not work well in modest-sum rehabilitation projects (typifying the Route 66 situation), so boosting the federal tax credit in "small deals" would address this constraint. The study also explores the potential of other tax-based incentives to aid the Mother Road, such as forming Route 66-based Tax Increment Financing (TIF) districts.

STUDY UTILIZATION

There are many ways in which the study can be utilized by a variety of groups. The discussion below illustrates just some of the applications.

The Geographic Information Systems (GIS) mapping of Route 66 opens near-endless opportunities for how the Mother Road can be linked to the vast trove of information that is similarly GIS-identified. This includes, as examples, the soon-to-be released 2010 Census information; resources on or eligible for listing in national, state, or local historic registers; national and state parks, Fish and Wildlife Service areas, and other likely tourist destinations; geological, environment, and related locations, such as the presence of brownfield sites; and trip and other traffic data.

- *The Route 66 traveler survey has numerous applications*. Its results can be compared with the profile of the heritage traveler released by the Travel Industry Association of America. Tourism departments in the eight states along Route 66 can learn from the survey what travelers along the Mother Road seek, like, and dislike. We would also encourage these departments to add Route 66-related queries (some that can be extracted from the Rutgers survey) to their overall annual tourism survey, so as to enable comparison of the Route 66 tourist with their overall business and leisure travelers. Collaborations should be encouraged to continue the survey over the long run (e.g., collaboration between the Route 66 state associations and byway organizations) and to consider extensions of the survey (e.g., include different languages and have it available online).
- *The results of the Rutgers survey of Route 66 Museums can be gainfully tapped by arts and cultural funding and oversight entities in the eight states as well as nationwide*. The Rutgers survey provides useful information on the operations, expenditures, and income sources of smaller museums, depicts their overwhelming reliance on unpaid volunteers, and describes the management, infrastructure, and other challenges that need to be addressed if these institutions are to continue to operate successfully into the future.
- *The Rutgers Main Street analysis is of value to economic development and historic preservation organizations in the eight states*. It also has a broader audience because its description of marketing, publicity, and other activities undertaken by the 25 Main Street programs along Route 66 (e.g., Route-linked automobile and ethnic events) may serve as a template for many other communities along the Mother Road, whether or not they formally participate in the Main Street Program.

- *The Rutgers Preservation Economic Impact Model (PEIM)* applied in this study to economic activities related to Route 66 can be more broadly effected by those interested in historic preservation, heritage tourism, and economic development; in fact, the PEIM was designed for this broader application.
- *The policy analysis chapter should be of widespread interest to many entities* such as the National Park Service (Route 66 Corridor Preservation program and other NPS units), the Federal Highway Administration (administering the National Scenic Byways Program), the Route 66 State associations, State Historic Preservation Offices, state and federal transportation officials, the Historic Tax Credit Coalition, and others. A key issue here is how to ensure that Route 66 is getting its "fair share" of aid (e.g., of TEAs and federal HTCs), and that the aid is optimally applied to enhance the Mother Road.

READER'S GUIDE

This Technical Volume I contains seven chapters, with Chapter Six synopsizing the case studies. Technical Volume II contains the complete set of case studies, including maps and photographs. The seven chapters in this Volume I comprise the following related to Route 66: History and Preservation (Chapter One), GIS-Census Profile (Chapter Two), Traveler Survey (Chapter Three), Museums (Chapter Four), Main Street (Chapter Five), Case Study Synopsis (Chapter Six) and Economic Summary and Policy (Chapter Seven).

CHAPTER 1

THE HISTORY OF ROUTE 66 AND CONTEMPORARY EFFORTS TO PRESERVE THE MOTHER ROAD

Much like the physical course of Route 66, meandering through desert landscapes, remote towns and mountain passes, there is a great deal of winding precedent to account for the course of its history. Broad patterns in society have both initiated and guided the development of Route 66, leaving behind evidence in the documents and annals of American history on which Route 66 left an impressionable mark. Yet, equally evident is that Route 66 derives its unique character from countless memorable individuals whose aspirations, convictions, and enterprise stand out against historical forces. It is the interweaving between fact and folktale that makes the historical interpretation of Route 66 as equally challenging as it is fascinating. This narration aims to identify some of the most influential individuals and figures behind the Route to account for its special character where neither social, political, nor economic forces can fully contextualize the coherence of its development. Furthermore, we aim to provide the larger context motivating the highway's instrumental figures. Finally, we conclude with a discussion on contemporary Route 66 preservation efforts and how these efforts relate to the broader historic preservation movement in the United States.

As in many instances regarding Route 66 where progress is made by standing on the shoulders of predecessors, our narrative in this chapter builds from prior research and publications. We are particularly indebted to Michael Wallis's seminal 1990 monograph, *Route 66: The Mother Road;* Matt C. Bischoff's (2005) *Life in the Past Lane, The Route 66 Experience*; the National Park Service and Michael Cassity (2004) Study, *Route 66 Corridor National Historic Context*; and the individual Route 66 state resource survey reports among others, as well as resources of the many Route 66 enthusiasts and interest groups on the Internet.

FROM BLAZING A TRAIL TO PAVING A ROUTE: THE GEOGRAPHIC SETTING

In its earliest years, Route 66 was a new feature on relatively new land to the United States—the summation of a rapid period of government-directed westward expansion aided by intrepid pioneers. Exploration in this region, however, can be traced as far back as the expeditions of Hernando Cortes in 1566. Prior to the American presence west of the Mississippi River, Native Americans used a vast network of trails extending between the Great Plains and California. European explorers moved north westward along El Rio del Camino to the Pacific from the lands of Central America. In terms of official land acquisition, there are but a handful of federal actions that shaped the political boundaries of the American Continent as we know it today. The first of these after the Revolutionary War was Thomas Jefferson's purchase of the Louisiana Territory from Napoleon Bonaparte in 1803. The territory was approximately 829,000 square miles, doubling the size of the United States territory at the time. Forty-two years later, Texas was annexed

into the Union, adding about 269,000 square miles to the United States.[1] The following year, the Americans and British signed a treaty that settled a land dispute in the Pacific Northwest, establishing the 49th parallel as the northernmost boundary of the lower 48 states, and giving control of the Oregon Territory to the United States, which itself was approximately 260,000 square miles.[2] Finally, the Mexican-American War (1846-48) ended with the signing of the Treaty of Guadalupe Hidalgo, under which Mexico ceded 525,000 square miles of territory to the United States.

By 1850, there were 2.1 million square miles of American territory between the Mississippi River and the Pacific Ocean largely untouched by Europeans; the way west beckoned to those seeking adventure, independence, and the promise of a better life. The fact that Native Americans already occupied these lands would not stand in their way. Explorers, soldiers, and gold seekers would spend the better part of the nineteenth century finding their way west over wagon routes and Native American trails. Westward travel by horse or wagon was a grueling task—not something for those weak of will or faint of heart. One was limited by the pace and durability of an animal, and the availability of water and food. Fortunately for the historian, there is inspiration in tribulation, and a variety of creative endeavors serve to shed light on the experience of the early days of westward travel:

> All the past we leave behind;
> We debouch upon a newer, mightier world, varied world,
> Fresh and strong the world we seize, world of labor and the march,
> Pioneers! O pioneers!
>
> We detachments steady throwing,
> Down the edges, through the passes, up the mountains steep,
> Conquering, holding, daring, venturing, as we go, the unknown ways,
> Pioneers! O pioneers!"
>
> -Walt Whitman, "O Pioneers! O Pioneers," *Leaves of Grass*

Fifty years of explosive westward expansion culminated with the Gadsden Purchase of 1854.[3] For $10 million, the U.S. acquired 30,000 square miles of present-day New Mexico and Arizona from Mexico, an area roughly equivalent to South Carolina.[4] The purchase was the last major acquisition of land that would become part of the contiguous United States, yet by comparison with the stages of territorial expansion in the first half of the nineteenth century, it was slight. That is not to say, however, that its contribution was minimal; the Mesilla Valley in Southern New Mexico and western Texas provided the only viable route for a Southern Transcontinental

[1] www.texasalmanac.com/environment/

[2] The Oregon Territory consisted of present day Oregon (98,380 square miles), Washington (71,299 square miles), Idaho (83,570 square miles) and parts of Montana and Wyoming. www.census.gov/prod/cen2000/phc3-us-pt1.pdf

[3] www.pbs.org/kpbs/theborder/history/timeline/8.html

[4] www.census.gov/prod/cen2000/phc3-us-pt1.pdf

Railroad line that would wrap around the southern end of the Rocky Mountains and allow for travel during the winter months when snow obstructed passage in the north.

The First Transcontinental Railroad, also known as the "Overland Route," was completed in 1869, connecting Council Bluffs, Iowa/Omaha, Nebraska to Sacramento, California, "[bounding] across the broad breast of America the iron emblem of modern progress and civilization."[5] The southern transcontinental line—running from New Orleans, Louisiana to Los Angeles, California via the land obtained in the Gadsden Purchase—was completed in 1883. These transcontinental railroads were "subduing unknown wildernesses, scaling unknown mountains, [and] surmounting untried obstacles,"[6] opening the vast western frontier for settlement and trade. Passenger traffic on westward rail lines grew steadily, and the tourism industry expanded as entrepreneurs like Fred Harvey catered to the needs and fantasies of eastern urbanites. Still, for the burgeoning sense of freedom and individualism the American West began to represent, the railroads could do only so much. Though the dawn of rail travel promised "lightning swiftness…ease and elegance"[7] when compared with overland travel by wagon, rail passengers were bound by a schedule and limited to areas in proximity to the railroad stations. The rails were an important prelude to the American discovery of the west, but it was the automobile speeding along a transcontinental highway that opened the west to vast numbers of the American public.

AUTOMOBILES AND HIGHWAYS IN THE EARLY TWENTIETH CENTURY (AND BICYCLES TOO!)

At the turn of the twentieth century, auto touring was a popular hobby exclusive to the wealthy due to the expense of purchasing and maintaining cars. In the 1910s and the 1920s, car ownerships rapidly transformed from a novelty to a commodity. Mass production of relatively low-cost automobiles began in 1901 with the Curved Dash Olds. Still, by 1904, only 5,000 cars had been produced. It wasn't until the introduction of Henry Ford's "universal" car, the Model T, four years later that middle-class Americans began to realize the benefits of the "horseless carriage." Ford's Model T was priced at just $850, well below the competition at the time. By 1916, the price fell to $360.[8] The low-cost strategy worked. In some years, Ford's "Tin Lizzie" accounted for nearly half of all cars sold in the United States. By 1927, just 19 years after its introduction to the American public, some 15 million Model Ts had been built.[9]

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[5] Sabin, Edwin Legrand. *Building the Pacific Railway*. J.B. Lippincott Company: Philadelphia, PA. 1919, 175.

[6] Ibid. 175.

[7] Clampitt, John Wesley. *Echoes from the Rocky Mountains*. The National Book Concern: Chicago, IL. 1888, 8.

[8] Bischoff, pg. 7

[9] Richard White. Published by Wayne State University's Department of Communications. 1996. "A Brief History of the First 100 Years of Automobile History in the United States." http://www.theautochannel.com/mania/industry.orig/history/chap4.html

Wheelmen Pave the Way for Automobiles

At the turn of the twentieth century, America already had two million miles of roads—nearly 10 times the total length of railroad track;[10] however, "the condition of late-nineteenth century roads [in America] was deplorable…. The technology of the macadam road had been available since the early nineteenth century but had fallen into disuse after the success of the railroad."[11]
In 1880, five years before Karl Benz of Germany invented the gasoline-powered automobile, the League of American Wheelmen (LAW) was founded in the United States. The organization capitalized on the rising tide of Americans' enthusiasm for the *bicycle* that began in the mid-nineteenth century. LAW had two goals: 1) to advocate for the construction and maintenance of quality roads, and 2) to protect cyclists from unjust discrimination from local governments and citizenry.

These goals were closely interlinked.

The popularity of the bicycle (there were roughly four million bicycle-owning Americans by the 1890s)[12] can be attributed to Americans' developing taste for private means of transportation. "The origin of this value lay in rapidly growing wealth from industrialization, an intensified concern with the aesthetics of nature, and an increased focus on the life and mind of the individual rather than the group."[13] Furthermore, apart from Romantic and adventuresome ideals, a bicycle was a cheap way to move around. Horses were exclusive to elites, farmers, and cowboys. Urbanite laborers, for example, had neither the income nor property to purchase and maintain a horse, but a bicycle could be had for a relatively nominal price.

Bicycles also gave women a new-found sense of mobility, even if they first had "to take a spin around the park … confined to their long skirts and corsets."[14] By 1890, feminists of the day began to ride bicycles in bloomers—puffed-out pants—and some daringly wore regular pants, though they faced being stopped by police for "indecent" attire.[15]

Intrepid cyclists such as Thomas Stevens completed the first transcontinental bicycle ride across the United States in 1884, covering some 3,700 miles of wagon trails, and then gamely circumvented the globe on two wheels from August 1884 through December 1886. It seemed that the bicycle's day had arrived.

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[10] www.lafn.org/~dave/trans/hist/travel-20th.html

[11] Peter J. Hughhill, "Good Roads and the Automobile in the United States 1880-1920," The Geographic Review (July 1982), 328. Quoted from MO site specific preservation form.

[12] Hart, 2007, p.17

[13] Hughhill, 1982. p. 328.

[14] ibike.org/library/history-timeline.htm

[15] www.lafn.org/~dave/trans/hist/travel-20th.html

With the increased mobility for both men and women that bicycle ownership afforded, people could seek work further from their homes and expand their day-to-day living environment, opening new opportunities to improve their lot. However, the bicycle was not without its detractors.

"The cyclist is dangerous for the reason that you cannot tell from what corner the infernal machine will come from," complained one Chicago horseman to the *Chicago Daily Tribune*. "I am a victim to the tune of a broken arm and finger on the other hand, caused by a champion of the nuisance running within a foot of my horse and frightening him so that I was upset, with the above result."[16] And while cyclists would most often use the road for travel, when it was too rough or muddy for a bicycle to pass, riders took to the smoothly paved sidewalks, earning them the ire of pedestrians as well.[17]

Shortly after the League began advocating on behalf of bicyclists to local, state, and federal governments for road improvements, they found like-minded partners for better roads in farmers and businessmen. "Good roads" societies began cropping up throughout the country, and in 1892, the foundation of the National League of Good Roads was formed, followed by the First Good Roads Congress in 1893 and the creation of the federal Office of Road Inquiry in the same year.[18]

As noted earlier, bicycle advocates played a prominent role in the Good Roads movement. Horatio Earle, known as the "Father of Good Roads," wrote in his 1929 autobiography, "I often hear now a-days, the automobile instigated good roads; that the automobile is the parent of good roads. Well, the truth is, the bicycle is the father of the good roads movement in this country."[19] Another leader in that movement was Albert Pope, founder of the Pope Manufacturing Company, which produced Columbia bicycles.[20] Among other accomplishments, Pope successfully lobbied for bicyclists to have access to the then young Central Park in New York City and, more broadly, he fought laws banning bicycles from streets and parks.[21]

As a transportation mechanism, the scale on which the bicycle functioned was too localized, however, to inspire the federal government to take determined action toward improving roads. However, the automobile would provide reduced travel times like never before, and as the number of motorists grew, so did their political influence. The promise of the unfettered mobility allowed by the "horseless carriage" was enough for citizens to band together to demand better, more efficient, roads connecting their villages and towns, beginning with the development of a more consistent roadway system. The automobile lobby was able to increase the budget of the

[16] Witzel and Young-Witzel. Legendary Route 66. P.10 From Chicago Daily Tribune, March 23, 1880. "The Bicycles."
[17] Ibid.
[18] www.infrastructurist.com/2010/06/22/how-bikes-saved-americas-roads-a-historical-perspective/
[19] en.wikipedia.org/wiki/Good_Roads_Movement
[20] en.wikipedia.org/wiki/Pope_Manufacturing_Company
[21] www.infrastructurist.com/2010/06/22/how-bikes-saved-americas-roads-a-historical-perspective/

federal Office of Road Inquiry from $10,000 in 1893—a time when advocacy for this office was driven by bicyclists—to $75 million for road improvements by 1921.[22]

Vehicle ownership raced far ahead of a satisfactory road system. In 1912, there were about 180,000 registered automobiles in the United States.[23] At about that time, the country had approximately 2.5 million miles of road, but "less than 7 percent were improved in any fashion…. To make matters worse, most of these roads didn't really go anywhere."[24]

One visionary saw beyond these deplorable conditions and dreamed of a transnational highway from New York City straight through to San Francisco.[25] Carl Graham Fischer, an energetic entrepreneur—owner of the Indianapolis Motor Speedway and promoter of Miami Beach, Florida tourism, and the like—proposed a Coast-to-Coast Rock Highway, later dubbed the Lincoln Highway and ultimately designated as U.S. Highways 1, 30, 530, 40 and 50. Fisher enlisted automobile manufacturers such as Packard and Henry Ford for his cause, though Ford opted out because "he felt taxpayers would never fund road projects if they thought private industry would carry the burden."[26] The first seedling mile was completed in 1914 and, in fits and starts, the Lincoln Highway was built.

The project "fueled a great surge of highway fever in the United States,"[27] and local and interstate booster organizations named and branded roads throughout the country (e.g., the National Old Trails Road was designed to connect New York to Los Angeles). Each organization published maps and guidebooks, and designated particular colors and insignias to distinguish their highway for travelers. By 1920, more than 250 named roads and affiliated organizations existed in the United States. The result was a dizzying array of names and colors, conflicting maps, inconsistent routes, and self-interested booster organizations "that seemingly considered that plenty of wind and a few barrels of paint are all that is required to build and maintain a 2,000-mile trail."[28] Road conditions in the early twentieth century made road travel difficult enough; the inconsistency of the named highways only made matters worse. Collaborative efforts between individuals, grassroots organizations, and government officials to relieve travelers of the burden of navigating the hodgepodge of trails would ultimately set a course for the development of the first system of federal interstate highways, including U.S. Highway 66.

[22] Ibid.
[23] Hart, 2007 p.18
[24] Hukanson, 1988, p.7
[25] Hart, 2007 p.18
[26] Wallis and Williamson 2007
[27] Hukanson 1988, p.19
[28] wwwcf.fhwa.dot.gov/infrastructure/numbers.cfm - Quoted from State Highway Engineer Arthur R. Hirst, 1918.

THE BIRTH OF A HIGHWAY ICON (SEE TABLE 1.2 FOR HISTORICAL TIMELINE)

In early 1925, the Joint Board on Interstate Highways was created by recommendation of the American Association of State Highway Officials (AASHO) to "cooperate in formulating and promulgating a system of numbering and marking highways of interstate character" as a means of standardizing road travel in the United States. Chaired by Thomas E. MacDonald, Chief of the Bureau of Public Roads (BPR), the Joint Board was comprised of 21 members, each representing a different state highway association. The initial task of designating which trails to include in the highway system took about six months, after which a Committee of Five members was assigned the task of designing the numbering scheme. This group, comprised of Cyrus Avery of Oklahoma, Roy Klein of Oregon, Charles H. Moorefield of South Carolina, B.H. Piepmeier of Missouri, and Frank T. Sheets of Illinois, submitted their proposal to the larger Joint Board on September 25.[29]

The Committee's plan was simple. North-south routes would be assigned odd numbers, the most important of which would end with the digit "1", with the lowest (1) in the east and the highest (91) in the west. East-west roads would be even, the most important transcontinental routes distinguished as multiples of 10, with the lowest (2 to avoid a U.S. Highway 0) along the Canadian border and the highest (90) as the southernmost.[30] The AASHO adopted the Joint Board's Committee of Five recommended system, with the reservation that minor changes would be allowable. In all, the proposed scheme would have standardized some 75,000 miles of existing roads across the country—a desperately needed improvement for the burgeoning automobile-driving American middle class.

The public reaction to the numbered highway system was mixed. Among the supporters of the plan was travel writer William Ullman, who wrote, "The [nation's road] map[s] will be cleared of a lot of rubbish and in its stead the new highway map will tell the tourist how to reach his destination [and] where he is going…. This, indeed, is a need in motor touring long past due."[31] But detractors were vocal. Some believed that the "hard, cold, metallic number[s]" would never be as significant and meaningful to travelers as names like the Old Oregon Trail or the Pikes Peak Ocean to Ocean Highway. One writer in *Western Highways Builder* commented: "Of all the idealistic proposals yet advanced for the administration of highways, none can equal this for pure imbecility."[32]

The most outspoken critic of the Joint Board's numbering system was the governor of Kentucky, William J. Fields. Fields's critique was not of the decision to use numbers to designate highways, but of the influence of Chicago that was "written all over the map." He was referring to the proposed Chicago-Los Angeles route, U.S. Highway 60.

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[29] Names to Numbers, Weingroff, Richard. http://wwwcf.fhwa.dot.gov/infrastructure/numbers.cfm

[30] Ibid.

[31] Ibid.

[32] Ibid.

Unlike the other transcontinental routes ending in "0", the proposed U.S. Highway 60 was neither transcontinental, nor did it follow a strict east-west bearing. The crescent-shaped road began at Lake Michigan in downtown Chicago and swept southwest through St. Louis, Missouri, nicked the corner of Kansas, then went to Tulsa, Oklahoma. From there, it settled into an east-west orientation, stretching across the 35th parallel through the Texas panhandle, New Mexico, and Arizona, around the southern terminus of the Rocky Mountains, ultimately ending in Los Angeles, California.

If one logically followed the numbering sequence of east-west routes, U.S. 60 *should* have followed the National Roosevelt Midland Trail, which began in Newport News, Virginia; passed through Kentucky and met the proposed Chicago-Los Angeles Route in Springfield, Missouri; and extended westward to Los Angeles. As it stood, the *proposed* U.S. 60 left Kentucky as the only state in the Mississippi Valley without a prestigious east-west route ending with a "0". Furthermore, the Midland Trail did not even have a single number assigned to its entire length. It had been cut up and included as part of several different routes. Governor Fields was affronted by "the obliteration of [his] idol…[and] dream, the Midland Trail" and promised to "use every means in [his] power to fight [the Joint Board's] proposition of isolation."[33]

Of course the proposed U.S. Highway 60 was no fluke. Three members of the Committee of Five were from states through which the Chicago-Los Angeles route passed: Sheets (Illinois), Piepmeier (Missouri), and Avery (Oklahoma).

Frank T. Sheets was the head of the Illinois Division of Highways, where he served from 1920 to 1932. In 1925, when the Joint Board was appointed to begin looking at the nation's highways, he was president of the AASHO. During the early 1920s, with Sheets at the helm of the Division of Highways, Illinois was a pioneer in road-paving efforts, breaking the record for miles of roads paved by any state in a single year four times. Because of these efforts, the Illinois segment of the proposed Chicago-Los Angeles Highway was paved completely, end to end, by 1926.[34]
B. H. Piepmeier was the chief engineer of the Missouri State Highway Commission while he served on the Committee of Five. Interestingly, he was Sheets's boss at the Illinois Division of Highways when Sheets was hired out of graduate school in 1916.[35] Peipmeier left the Illinois division shortly after Sheets's arrival and served in Missouri from 1922 to 1927. Though little is known about him after his tenure in Missouri, he was perhaps the strongest supporter of the Los Angeles-Chicago highway being designated as U.S. 60.

The best known of the Committee of Five was Cyrus Stevens Avery of Tulsa, Oklahoma. Avery was a dynamic businessman and tireless organizer who recognized the importance of good roads.

[33] Ibid.

[34] Frank Sheets: Father of Route 66 in Illinois. David Clark. Route 66 Association of Illinois Hall of Fame Nomination Form. February, 2008. http://windycityroadwarrior.com/blog/wp-content/Sheets_HOF.pdf

[35] Ibid.

Originally from the Indian Territory of Western Oklahoma, he moved to Tulsa in 1907, where his business portfolio came to include ventures in real estate, oil, farming, and hospitality services.[36] As county commissioner, he earned the title "Father of Good Roads" for devising an effective means of maintaining existing roads. He was invited to join the Ozark Trails Association in 1913, a booster group that promoted an unorganized series of trails that stretched from St. Louis, Missouri to Amarillo, Texas. In relatively quick succession, Avery was appointed as president of the Ozark Trails Association in 1914, founded the Albert Pike Highway Association in 1917,[37] was elected president of the Associated Highways of America in 1921, and was appointed State Highway Commissioner of Oklahoma in 1924. Avery's appointment as one of the 21 members of the Joint Board in 1925 and subsequent appointment as one of the Committee of Five was a confirmation of his influence on the development of the highway system in America.[38]

The historical record shows us that neither Avery nor Piepmeier took well to Governor Fields's attempt to wrest the prestigious "60" from their Chicago-Los Angeles highway.[39] Though there is no official documentation of Sheets's response, one must assume that he too was upset by the idea of losing such a vital designation for a road he held in high esteem.

Soon after lodging his initial complaint, Governor Fields met with the executive committee of the AASHO. The committee initially decided to leave the U.S. 60 designation for the Chicago route and assign Route 62 to the entire Midland Trail from Newport News, VA to Springfield, MO, but Fields would have none of it. He met with Thomas H. MacDonald, chairman of the Joint Board of Interstate Highways and chief of the Federal Bureau of Public Roads, and E. W. James, secretary of the Joint Board, emphasizing the simple fact that Kentucky was the only state in the region without a route ending with a "0". James and MacDonald relented, agreeing to shift the U.S. Federal Highway 60 designation to Fields's preferred route and assign "62" to the Chicago-Los Angeles highway, contingent upon agreement of the executive committee of the AASHO and the other states involved.[40]

State delegations from Missouri and Oklahoma were furious. Piepmeier protested bitterly, explaining that Missouri had already printed 600,000 maps showing U.S. Federal Highway 60 passing through the state. Avery, too, took umbrage. He remarked that the sudden change risked "making a joke of the interstate highway" and that he could "think of nothing more unfair to the original marking committee [of five] or to the members of the [AASHO's] Executive Commit-

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[36] Cassity, pg. 58.

[37] Historic Engineering Record: Augusta Bridge HAER No. AR-13. Smith, Corrine of the Arkansas Historic Bridge Recording Project, 1988. http://www.arkansashighways.com/historic_bridge/HAER%20Documents/AR-13%20Augusta%20Bridge%20(00613).pdf

[38] Michael Karl Witzel and Gyvel Young-Witzel, Legendary Route 66: A Journey Through Time Along America's Mother Road. Voyageur Press. St. Paul MN, 2007.

[39] Names to Numbers, Weingroff, Richard. http://wwwcf.fhwa.dot.gov/infrastructure/numbers.cfm

[40] Ibid.

tee." Oklahoma had also produced literature and road signs with the U.S. Federal Highway 60 designation. He continued, "We shall insist on Route Sixty from Chicago to Los Angeles."[41]

The haggling over U.S. 60 carried on for four months. The solution came on April 30, 1926, when Avery and Piepmeier were meeting in Springfield, MO. John Page, Oklahoma's chief highway engineer, noticed that U.S. Highway 66 had not been assigned to any of the federal highways. Avery and Piepmeier immediately sent a telegram to Chief MacDonald that read simply: "We prefer sixty-six to sixty-two."[42]

Some 132 changes to the highway numbering system as proposed by the Joint Board were considered; 96,626 miles of road were assigned numbers when the system was adopted by the AASHO on November 11, 1926. Of all those miles and numbers, history would prove no route as celebrated as the 2,448-mile crescent highway from Chicago to Los Angeles: U.S. Highway 66—better known today as Route 66.

Urbanization: Connecting the Heartland to the Pacific

U.S. Highway 66 was the right highway, at the right time, in the right place. By the 1920s, Chicago was a well established transit and shipment hub from the industrial northeast to the expanding western frontier and had, 30 years prior, surpassed Philadelphia as the second most populous city in the United States. The highway's western terminus, Los Angeles, was growing at a furious pace. According to U.S. Census data, Los Angeles's population quintupled from 102,000 in 1900 to 577,000 in 1920. By comparison, San Francisco—California's first large city—grew at a comparatively more "modest" pace, from 343,000 in 1900 to 507,000 in 1920. By 1930, just a few years after U.S. 66 was designated, Los Angeles had become the fifth most populous city in the United States, with a population of 1.24 million (see Table 1.1).[43]

Los Angeles was America's first truly auto-centric city, a model after which many cities of the Southwest would follow. This can be seen by the rapid growth in its land area and extremely low population density. In 1910, Los Angeles covered just 99 square miles and had a population density of 3,218 people per square mile. By 1930, the Los Angeles land area quadrupled to 440 square miles, causing the city's population density to fall to 2,812 people per square mile.[44]
As Frank Lloyd Wright once said, "Route 66 is a giant chute down which everything loose in this country is sliding into Southern California."[45] As Table 1.1 shows, Los Angeles provided a relatively large catchment for this "giant chute" and personified an automobile-oriented city.

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[41] Ibid.
[42] Ibid.
[43] Gibson, Campbell. "Population of the 100 Largest Cities and Other Urban Places in the United States: 1790 to 1990." Population Division, U.S. Bureau of the Census. June 1998. Working Paper No. 27.
http://www.census.gov/population/www/documentation/twps0027/twps0027.html
[44] Ibid.
[45] Powell, James R. "A Brief History of U.S. Highway 66 and the Route 66 Association of Missouri." Route 66 Association of Missouri. January 28, 2010. http://www.missouri66.org/joomla/index.php/about/history

Table 1.1: Growth of Select Major Cities in the United States, 1900-1930[46]

	Population	Land Area (sq miles)	Density (Ppl/sq mile)	Population	Land Area (sq miles)	Density (Ppl/sq mile)
		1900			**1910**	
Los Angeles	102,479	*na*	*na*	319,198	99	3,218
San Francisco	342,748	*na*	*na*	416,912	47	8,966
Chicago	1,698,575	*na*	*na*	2,185,283	185	11,806
St. Louis	575,238	*na*	*na*	687,029	61	11,189
New York	3,437,202	*na*	*na*	4,766,883	287	16,621
		1920			**1930**	
Los Angeles	576,673	366	1,577	1,238,048	440	2,812
San Francisco	506,676	42	12,064	634,394	42	15,105
Chicago	2,701,705	193	14,013	3,376,438	202	16,723
St. Louis	772,897	61	12,670	821,960	61	13,475
New York	5,620,048	299	18,796	6,930,446	299	23,179

Table 1.1 provides a comparison of population, land area, and population density of several major U.S. cities between 1900 and 1930. The cities are Los Angeles and San Francisco, the two largest cities in California at the time; Chicago and St. Louis, the two largest cities on Route 66; and New York City, the largest city in the United States.
NA = Not Available

The Lasting Impacts of Early U.S. Highway 66

With his new highway officially designated, Avery set to work to promoting it. In 1927, he and fellow booster John Woodruff formed the National U.S. 66 Highway Association. The Association had two simple goals for the Mother Road: pave and promote. The official charter of the group described the highway as

> the shortest and most direct route between the Great Lakes and the Pacific Coast, traversing as it does the prairies of Illinois, the scenic beauties of the Missouri Ozark region, the lead and zinc section of the Joplin-Miami district, the oil fields of Oklahoma and the Texas Panhandle, the south foothills of the Rocky Mountains in New Mexico, the Grand Canyon area, Arizona and Southern California.[47]

At the Association's first conference, Avery nicknamed the route "The Main Street of America," a moniker to which contemporary Route 66 enthusiasts have held fast. The traditional Main Street evokes images of small businesses and mom-and-pop stores, locally owned butcher shops

[46] Gibson, Campbell. "Population of the 100 Largest Cities and Other Urban Places in the United States: 1790 to 1990." Population Division, U.S. Bureau of the Census. June 1998. Working Paper No. 27.
www.census.gov/population/www/documentation/twps0027/twps0027.html

[47] Wallis, p. 11

and bakeries, with a municipal building next to the police station and a fire station just down the road. That is the Main Street Avery captured with his road—it is the same Main Street that keeps tourists from across America and around the world coming back to the Route long after it was officially removed from maps in 1985.

As conceived, U.S. Highway 66 was a businessman's road. Avery designed the highway to pass through as many towns as possible, including his hometown of Tulsa, Oklahoma, where he owned a motel, restaurant, and gas station.[48] At the time, many of the towns between the Mississippi River and the Pacific Ocean weren't accessible by road, but with U.S. 66 passing through, businesses popped up all across the landscape. The highway also gave farmers access to new markets, and opened up new possibilities for job opportunities and home settlements for the American middle class.[49]

In terms of American roadways, U.S. 66 was unprecedented in its design and magnitude. By starting in Chicago and heading southwest, the Route crossed every transcontinental highway that originated in the industrial (and wealthy) Northeast. Furthermore, it was an all-season highway. Travelers on the northern highways had to reckon with the Rocky Mountains—a task not all automobiles were up to.

Although comparatively easier than the northern highways, travel along U.S. 66 was still slow and treacherous. As of 1926, only 800 of the 2,400 total miles of the road were paved; the rest was graded dirt or gravel, bricks covered with asphalt, or wooden planks.[50] The highway followed the natural contours of the land, which made construction cheaper, yet made stretches of the road longer than they could have been,[51] and others more dangerous, such as the famous series of hairpin turns between Kingman and Oatman, Arizona. The stand-alone service stations and restaurants that the Mother Road is so famous for today were nonexistent—the number of motorists passing through in the early days of U.S. 66 could not sustain permanent businesses. Travelers were advised to carry all they needed for their journey—food, supplies, and of course, spare automobile parts. A 1926 article from the *Washington Post* reminds us of just how difficult long-distance auto travel was in the 1920s:

> Experts in high-mileage motor tours recommended bringing no less than one set of skid chains, a good horn "for use on mountain curves," one set of tools, a jack, good cutting pliers, two extra casings, four extra inner tubes, tube patches, three spark plugs, a one- or two-gallon water bag or canteen, one flashlight, an axe, a small shovel, radiator hose connections, lamp bulbs, a motormeter and one tow rope or short cable.[52]

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[48] Cassity pg. 58

[49] Kelly, Susan Croce and Quinta Scott. *Route 66: The Highway and Its People.* Norman: University of Oklahoma Press, 1988.

[50] Wallis pg. 9

[51] Bischoff

[52] "Motor Club Compiles Auto Tour Book," *The Washington Post,* July 11, 1926 in Witzel, Michael Karl and Gyvel Young-Witzel. *Legendary Route 66: A Journey Through Time Along America's Mother Road*. Voyageur Press, St. Paul, MN. 2007.

During this era prior to local businesses catering to travelers' needs, roadside camping, also known as "gypsying," grew in popularity along U.S. 66. As the number of roadside campers increased, so did the roadside trash and unsightly campsites—as well as the ire of the people living in towns along the highway. Some towns banned campers outright. Entrepreneurial farmers, however, began designating parts of their land along Route 66 where, for a small fee, travelers could rest.[53] As traffic grew, auto camps and cabins began to emerge, with motels, service stations and restaurants soon to follow. Year by year, more and more travelers made the journey through the American Southwest, each willing to pay more for higher-quality services and amenities than the travelers before them.

For a time, there were so few businesses along the highway that there was little competition among proprietors. Entrepreneurs realized that it was profitable to sell all kinds of amenities at one place. Restaurants put gas pumps out front, and gas stations started serving food and making restrooms available. American entrepreneurship and creativity were fused in the creation of these new highway service-oriented establishments.

The National U.S. Highway 66 Association promoted the highway via an aggressive marketing campaign that included billboards, newspaper advertisements, and brochures.[54] Each Association meeting was held in a different town located on the highway. Members of the Association made speeches to the public and spoke with the press, extolling the virtues of U.S. 66 and offering updates on the progress of the road. Members would also meet with politicians and local businessmen to promote the highway and drum up donations for wider publicity efforts across the country.[55]

One such stunt was a transcontinental footrace. In 1928, the National U.S. Highway 66 Association hired famed publicist C.C. Pyle of the PT Barnum Circus to promote a 3,423-mile footrace, beginning in Los Angeles, following U.S. 66 to Chicago, and ending at Madison Square Garden in New York City. With a $25,000 purse, the race attracted 275 runners from around the world and garnered the national media coverage the National U.S. Highway 66 Association coveted. More than 500,000 people showed up for the start of what was popularly called the "Bunion Derby,"[56] and as "there were no gel-injected Nikes in those days,"[57] some of the runners ran in boots, others in moccasins, and some ran barefooted.[58] Dignitaries, politicians and celebrities such as Will Rogers greeted runners in each of the towns that participated in the event. The winner of the race was an ultra-runner rookie, Andy Payne, a 20-year-old part Cherokee native of Claremore, Oklahoma, who finished in about 573 hours over the course of 84 days. Although the

[53] Luton, William O. Jr. History of Route 66 and the Coral Court www.isuzuperformance.com/bill/coral.html

[54] Ross, Bischoff

[55] www.nps.gov/history/rt66/histsig/missouricontext.htm

[56] Wallis 1990, p. 13

[57] Motorcycle Cruiser, February 2009. Route 66: Riding the Mother Road.
www.motorcyclecruiser.com/rideanddest/motorcycle_tour_route_66/index.html

[58] Wallis 1990, p.13

race was a financial sink for C.C. Pyle, Payne paid off the mortgage on his parents' farm and became a national hero—and the highway was all the better for his success.

There are compelling sagas regarding the specific town-by-town route of U.S. Highway 66, for this was not preordained. Instead, it was the subject of intense competition for the economic advantages of being sited on what would become "longest hard-surfaced road in the nation"[59] by 1937. Not surprisingly, politics reared its head concerning which towns would be connected, with one of the most bizarre cases, known as "Hannett's Joke," occurring in New Mexico.

> Route 66 did go through Santa Fe at one time. It is a tale of power and politicians… In [1926] the governor of New Mexico, A.T. Hannett, was running for re-election. Through various incidents of double-dealing or perhaps just plain bad politics, Hannett lost the race. Annoyed with the politicos in Santa Fe, who he felt had caused his defeat, Hannett decided to teach them a lesson. He would be governor until the new man, Richard Dillon, took the oath of office in January. He still had some time….
>
> [He decided that Route 66 would] bypass Santa Fe, the Santa Fe business community, and the Santa Fe politicians. He was the governor, he still held office and by George, he would have a road bypassing those politicians in Santa Fe. [However,] only 31 days remained [in Hannett's term] in which to build a road sixty-nine miles long. There would be no time off, not even for Christmas….
>
> [By the time] the new governor was sworn in, the road was still not completed. On his first day in office, the governor sent an engineer to halt the work, but a freak turn in the weather prevented his arrival. Hannett's joke was completed and travelers were spinning down the gravel track by the time the engineer reached the work site. Hannett had his road and his joke.
>
> Hannett often pointed out what a service he had done for travelers. By [rerouting Route 66 to bypass] Santa Fe, he shaved more than ninety miles off the trip across New Mexico and got the westbound motorists to Gallup that much faster: Hannett was the ex-mayor of Gallup, too.[60]

U.S. HIGHWAY 66 DURING THE DEPRESSION

For travelers in the 1930s, U.S. Highway 66 became less novelty and more necessity. In the initial aftermath of the Stock Market Crash of 1929, tourists were less common, but sojourners in search of work took to the road in their stead. The great dust storms of middle of the decade also displaced hundreds of thousands of farmers from the Midwest, many of whom traveled along U.S. 66 to the verdant hills of California. In 1939, John Steinbeck published *The Grapes of Wrath*, a fictionalized account of the trials and tribulations of such a family of farmers traveling

[59] Simmons, Marc. "Work on Route 66 was political 'joke'." The Santa Fe New Mexican, March 17, 2007. pg. C1.

[60] Schneider, Jill. *Route 66 Across New Mexico: A Wanderer's Guide*. University of New Mexico Press, Albuquerque: 1991; pgs. 204-206.

along U.S. 66. In Stenbeck's words, the migrants "come into 66 from the tributary side roads, from the wagon tracks and the rutted country roads. 66 is the mother road, the road of flight."
In many ways, U.S. 66 was a lifeline not only for those in search of work, but for the towns and people along the highway as well. While travelers may not have had as much money to spend as those in the 1920s, what money they did bring was much needed by local businesses. In a Whitman "O' Pioneers" redux, the Depression saw many Americans leaving their old lives behind and hitting the open road as their financial situation hit bottom. As described by *Harper's Magazine* in 1933:

> There's gold in them there shacks – so long as the cars keep rolling by. And they are rolling by. The depression hasn't stopped them at all. On the contrary. People who used to travel by train can no longer afford three or four cents a mile. Graduates of our thousand colleges, unable to get jobs, sponge on the family, club together to buy an old Ford, and point its radiator toward the great open spaces. Salaried men who have lost their jobs but saved something (or often almost nothing) say goodbye to the landlord and take their families off to see the world before it blows up. Farmers who have failed or been dispossessed crank up the last thing which a good American surrenders – his car – and push off into a possibly happier nowhere. And then the great army of incurable wanderers, prosperous or poverty stricken, who are always yielding to the restless, pioneer, gypsy streak that lies at the bottom of most Americans, roll back and forth, to the Lakes in the summer, to California or Florida in the winter, with less reason than ever for settling in one place. And all of them must find some place to eat and sleep.[61]

Migrants were indeed plentiful along U.S. Highway 66, but the Great Depression didn't completely undermine tourism. For the fortunate Americans with steady work and income, a trip across the country in an automobile was a cheap and increasingly convenient way to vacation. The number of potential tourists lost to the country's economic collapse was overwhelmed by the sheer number of new vehicles put on the road. Between 1925 and 1940, the numbers of vehicles registered in the United States rose from just under 20 million to 32.5 million.[62] Although "Americans may have curtailed some of their driving and ridden in progressively older vehicles…they unashamedly continued to ride,"[63] and by 1934, the number of tourists along U.S. 66 reached 1929 levels.[64]

With the dawn of the motor age in America, the physical makeup of the towns along U.S. 66 changed. Savvy businessmen and women no longer relied exclusively on local patrons for income and recognized the importance of the highway to their success. While a traditional town

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[61] Little, Robert and John J. McCarthy. "Three hundred thousand shacks: The arrival of the new-American industry." *Harpers Magazine*. July 1933, 180 in Liebs, Chester H. *Main Street to Miracle Mile*. Johns Hopkins University Press, Baltimore, MD: 1995, 21.

[62] Frederic L. Paxson, "The Highway Movement, 1916-1935," *The American Historical Review*. 51, no. 2 (1946), p. 248. From www.nps.gov/history/rt66/histsig/missouricontext.htm

[63] www.autolife.umd.umich.edu/Gender/Walsh/G_Overview2.htm

[64] Warren James Belasco, *Americans on the Road: From Autocamp to Motel, 1910-1945*. (Cambridge, Massachusetts and London, England: The MIT Press, 1979), p. 155. From www.nps.gov/history/rt66/histsig/missouricontext.htm

was situated around a civic center, public square, or train station, the highway encouraged strip development, concentrating businesses and activities linearly. These linear market places were the incubators for the roadside businesses that are so closely identified with the Mother Road today. Given that 65 percent of the nation's westbound traffic traveled on U.S. 66,[65] towns tended to expand eastward as business owners vied with one another to be the first to attract the attention—and money—of travelers making their journey west.[66]

Travel conditions along U.S. 66 were also improving during the 1930s. While the National U.S. 66 Highway Association continued to lobby for the route to be paved from end to end, it was the federal imperative to put people back to work that finally got the job done. Under Franklin D. Roosevelt's New Deal Works Progress Administration and Civilian Conservation Corps, thousands of road crews were mobilized to improve highways across the country.[67] In the panhandle of Texas, the final stretch of U.S. 66 was paved in 1938 and was touted as the first highway in the country to afford travelers this luxury.[68] Fully paved, a drive from Chicago to Los Angeles took just five days. A few months later, a celebration was held in Amarillo, Texas, and the highway was dedicated as the Will Rogers Highway.[69]

Federal resources were also used to improve U.S. Highway 66 in other ways. While the original road followed the natural contours of the land, in some areas, the road was engineered through mountains; it was straightened, shortened, and realigned to make travel more efficient. In many areas, the cartway was cut wider, improving the road's safety for motorists traveling at high speeds, and proved adequate for the steadily growing trucking industry.

In 1935, the Public Roads Administration and the War Department completed a report showing that 2,400 bridges across the United States were unfit for military use. In response, the federal government tried, with limited success, to persuade states and counties to work on critical nodes in the transportation network for defense purposes. With most of Europe under Nazi control in June of 1941, about two weeks before Germany invaded the Soviet Union, Congress passed the Defense Highway Act, which appropriated $125 million for strategic highway improvements.[70] With World War II on the horizon, the nation was shoring up its infrastructure—of which U.S. 66 would prove to be a critical part.

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[65] Fifty percent of the nation's eastbound traffic also traveled on Route 66, but the greater number of travelers were heading west. Arizona National Register of Historic Places Multiple Property Documentation Form, 6

[66] Arizona National Register of Historic Places Multiple Property Documentation Form, 6

[67] Bischoff, 2005

[68] Bischoff, 2005, p. 36

[69] http://www.nps.gov/history/rt66/histsig/missouricontext.htm

[70] III. Federal-State-Local Relations Arthur W. Bromage *The American Political Science Review* Vol. 37, No. 1 (Feb., 1943), pp. 35-48 Published by: American Political Science Association Stable URL: http://www.jstor.org/stable/1948992

THE WAR YEARS AND U.S. HIGHWAY 66

The mobilization of the armed forces following the attack on Pearl Harbor in 1941 was the largest military mobilization in the history of the United States. With the Pacific coast lightly guarded, much of the western flow of servicemen and equipment traveled on U.S. 66. It was one of the few roads that was open all year and connected the industrial production core of America with the West Coast. In total, the U.S. government invested some $70 billion in capital projects throughout California, much of which was in the Los Angeles-San Diego area.[71] In order to prepare for warfare in North Africa and the Middle East, General George Patton established a desert training facility in the desert of Arizona and California. U.S. 66 split the area in half, with major camps nearby, as well as storage facilities and air strips.

Patton was just the latest sojourner on the Mother Road at that time, for as elsewhere, the highway and the places on it were part of the ebb and flow of history. Take Chambless, California—on U.S. 66 and near Patton's camp. Where did Chambless come from? Its origins lie in the establishment of several towns by the Santa Fe Railway (first as water-tower stops in the desert) along present day Barstow and Needles, CA. The railroad company then whimsically named them in alphabetical order: Amboy, Bagdad, Cadiz, Danby, Essex, Fenner, Goff, Homer, Ibis, Java, and Khartoum.[72]

James Chambless established a homestead near Cadiz in the early 1920s and had the good fortune that the nearest road (the Old National Trails Road) was designated as U.S. 66 in late 1926. A gas station, motel, store, café and post office soon followed in the 1930s, and the settlement was incorporated as Chambless (recall, it lay between Cadiz and Danby). Enter George Patton on the historical stage left in 1941-1942. Patton established a 10,000-square-mile training ground near Chambless, where he trained two million men in the Second Army Corps for combat in the North African desert.[73] Thirty-one years after Patton's men went off to war, Chambless "essentially disappeared" with the opening of I-40 and became a ghost town in the Mojave Desert with a population of six people and one dog,[74] yet it is still sought out by some visitors because of its association with Route 66 and the fact that it is an "alphabet town."

As apparent from General Patton's training facility near Chambless in the middle of the Mojave Desert, federal funds for defense purposes were plentiful during the war, while federal money for general highway improvements—so generous during the Great Depression—dried up.[75] With the repurposing of automobile factories to generate military vehicles and the rationing of rubber, automobile production practically ceased. Gas rationing capped the distance motorists could travel

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[71] National Historic Route 66 Federation http://www.national66.com/66hstry.html

[72] Chambless Route 66. http://chambless66.blogspot.com/

[73] Ibid.

[74] http://en.wikipedia.org/wiki/Chambless,_California

[75] Arizona National Register of Historic Places Multiple Property Documentation Form

and, as a result, tourists all but disappeared. For those still on U.S. 66, they were forced to pull off the road when the convoys passed. For the most part, military personnel were a primary source of income for the businesses along the Mother Road. The trucking industry also reached maturity during this period. Due to the heavy volume of trucks and military vehicles, U.S. 66 was in shambles by the war's end.

Recognizing the deterioration of the current system of highways, Congress passed another Federal Highway Act in 1944 to create an interstate highway system. However, the act was left unfunded until after the war. A partial appropriation was made in 1952, but it wasn't until 1956, with the passage of the National Interstate and Defense Highways Act, that the interstate would begin to take shape as the primary means of transcontinental auto transport. For an emergent superpower relieved of the weight of the Great Depression and the throes of World War II, the 1950s were a long way off, and the new highways would wait.

POST-WORLD WAR II ERA AND ROUTE 66 (1945-1956)

In the years following World War II, the economy was booming, people were driving everywhere in their cars, and tourism was at an all-time high. There was a resurgent westward migration along Route 66,[76] harkening back to earlier decades, as veterans took to the road in force in pursuit of a civilian job and a place to settle. The West was a promising part of the country for seeking work; many industries gained footing in the western states during the war and beckoned to soldiers eager to regain a place in the workforce. It was during this period that Route 66 would become engrained in the American psyche as "the Open Road."

Route 66 called to those seeking not only a stable livelihood but a lively departure from daily life as well. Vacations were among the pursuits of Americans enjoying newfound post-war prosperity, and the scenery of Route 66 offered a captivating exodus from sometimes monotonous suburban living. Improved automobile technology made the more harrowing aspects of driving Route 66 far more manageable than ever before and allowed motorists to spend more time enjoying their surroundings than struggling against them. Tourists came from across the country to drive through the rolling pastures of Oklahoma, the vast prairies of Illinois, and the stunning rock formations of Arizona. If a picture is worth 1,000 words, then the mid-twentieth century illustration

[76] According to the National Park Service Route 66 Corridor Preservation Program, U.S. Highway 66 was not popularly known as Route 66 until after World War II. This does not mean that the moniker was not used prior to that time. In local newspapers, "Route 66" was used to refer to U.S. Highway 66 most often in its early years in the want ads or in directions to get from one place to another. The earliest reference to U.S. Highway 66 as just "Route 66" in a different context that Rutgers University could ascertain was in the *Salt Lake Tribune* dated August 4, 1927 in an article about the "international transcontinental foot race" planned for the following year. In the larger newspapers, the Chicago Defender first used the term on June 27, 1936 in a blotter of local events in Joliet, Illinois in which a young woman who suffered "three broken ribs and minor injuries after the car she was in struck a cow on route 66." The New York Times first used a reference to "Route 66" in a review of John Steinbeck's *The Grapes of Wrath* on April 14, 1939. According to Google's Books Ngram Viewer, which allows users to identify trends in keyword or phrase use in books published over a given period of time normalized yearly by total published material, the phrase "Route 66" was used lightly in American English books between 1926 and 1950, with a steady increase until the late 1980s when its use increased exponentially to a peak in 2006. (Google's dataset ends in the year 2008.)

shown below says it all: a big-finned convertible packed with a family of four seeing the glories of the American West on Route 66.

Source: TraveLodge historic brochure from the 1950s[77]

One traveler on the Mother Road was Bobby Troup, a veteran soldier riding west with his wife after returning from the war. On his journey he wrote the lyrics to the famous song "(Get Your Kicks On) Route 66," which was first recorded by Nat King Cole. The song has since been recorded and performed hundreds of times by such artists as the Rolling Stones, Depeche Mode, and Eva Cassidy.

For many, the 1950s was the golden era of Route 66, with that period associated with honesty and innocence, especially in contrast with the tumultuous and value-challenging 1960s.[78] In writing on "The Mother Road of Nostalgia" concerning Route 66, Peter Dedeck cites the following from an article titled "Fifties Memories" in the *Route 66 Magazine:*

> People had time for themselves and each other and our lives were not consumed with "stuff." Bad guys went to jail always, and good guys got ahead. Everyone respected the President, even if we didn't agree with him. It was a comfortable time in America, and some of us miss it very much.[79]

The 1950s were not just comfortable, they were economically booming for both America and Route 66. As a result of business competition on the Mother Road, many commercial manmade landmarks sprang up during this period. The increased traffic along Route 66 attracted more entrepreneurs to the main streets of many towns. Motels, eateries, service stations, and other distinctive shops cropped up, innovative marketing tactics were used to attract business, and tourist gimmicks abounded—not to mention the ubiquitous neon signs for which Route 66 is renowned. Roadside zoos featuring rare animals, diners featuring astonishing gastronomic feats, and everything else in between could be found, making a trip along Route 66 as much a serene escape from civilization as it was a veritable living theater at the heart of American society. All in all, by the mid-1950s, automobile travel had become an American pastime, the effects of which were clearly measurable: between 1941 and 1951, the annual rate of gasoline consumption had increased from 3.5 billion gallons to more than 8 billion gallons. Likewise, the automobile industry boomed, as vehicle registrations in the United States rose from 27 million in 1950 to 57 million

[77] http://historichighways.wordpress.com/page/3/

[78] Dedek, Peter. "The Mother Road of Nostalgia: Preservation and Interpretation along Route 66." *Preserving Western History* by Andrew Guilford. University of New Mexico Press, Albuquerque, 2005. p.299

[79] Ibid. pg. 300

in 1958.[80] In tandem, Route 66 was flourishing. A former resident of Glenrio, Texas, who worked summers at a few Route 66 gas stations in that community in the 1950s "recalls consistent traffic during the daytime, with cars lined up five or six in a row waiting to get gas."[81]
The sharp increase in traffic was not without consequence, however, and Route 66 was beset with growing pains. The 20- and 30-year old road segments were becoming worn—a condition exacerbated by heavy truck use during WWII. The road also became too narrow to handle the volume of high-speed traffic as cars became more powerful. Accidents increased, and Route 66 developed a reputation that earned it the nickname of "Bloody 66." Motorists sought a faster way to travel, but they sought safety as well, and before long a national dialogue had begun calling for the road's replacement.

ROUTE 66 IN THE INTERSTATE ERA (1956-1984)

At the forefront of the discussion for an improved national highway system was the President himself. While serving as Supreme Commander of the Allied Forces during WWII, President Dwight D. Eisenhower had taken note of the strategic resource the Germans had in the Autobahn, the European super-highways that during the war played a key role in the transport of military operations. Eisenhower remarked on the "superlative system of German national highways crossing that country [that] offer[ed] the possibility, often lacking in the United States, to drive with speed and efficiency at the same time."[82] Seen in this light, the Federal-Aid Highway Act of 1956 (commonly known as the National Interstate and Defense Highways Act) could be thought of as a patriotic gesture in the wake of WWII—an efficient system of cross-country travel that would not only improve the transportation of the public but also military forces for optimal emergency response. (Recall: This was during the Cold War era, with elementary school children dropping below their desks in mock A-bomb drills.) As a result of the 1956 act, the interstate highway system was an official federally funded project, and almost immediately construction began for the roadway system that would usurp the significance of Route 66.

The signing of the Federal-Aid Highway Act of 1956 was not as abrupt or reactionary as its swift passage may suggest; indeed, a national highway system had been in the works for some time. As early as the 1920s, the Army, in conjunction with the Bureau of Public Roads, had created a map of roads that would make for an effective national defense highway. However, following the enactment of the Federal-Aid Highway Act of 1956, construction began with all deliberate speed on the largest public works project in the nation's history, comprising over 41,000 miles of high-speed roadway. By the early 1970s, nearly all portions of Route 66 had been bypassed by the interstate.

[80] http://www.nps.gov/history/rt66/HistSig/OklahomaContext.htm

[81] National Park Service, Glenrio Historic District: Glenrio Texas and New Mexico. http://www.nps.gov/history/nr/travel/route66/glenrio_historic_district.html

[82] http://www.nps.gov/history/nr/travel/route66/demise_resurgence_of_route66.html

For the driving public, the interstate highway was a marked improvement over existing highways. Unlike the circuitous, undulating character of early highways that followed the natural landscape and went through remote towns, the interstate was wide, straight, and fast. The split, multi-lane interstate highways allowed cars to travel legally at speeds as high as 75 miles per hour; the intrepid traveler would have no problem reaching speeds much higher. Averaging 600 miles a day on the interstate, tourists, truckers, and wayfarers of all stripes could now travel from coast to coast in as little as five days. If they didn't have to eat, sleep, or get gas, they could make the whole trip without ever passing through a single town. If faster was better, Route 66 was beat by the interstate ribbon of concrete.

By the late 1970s, it became clear that Route 66 was becoming "obsolete" in highway-engineer parlance. In Illinois, for example, all Route 66 road signs had been removed by 1977, as signage for Interstate 55 took its place. Moreover, fewer resources were being invested in the road's maintenance, and Route 66 continued to dilapidate. The final section of Route 66 was bypassed in Williams, Arizona in 1984, and its decommissioning occurred shortly thereafter.

DECOMMISSIONING OF ROUTE 66 (1985)

Despite widespread support for the interstate, there remained some who supported the minority whose livelihoods were dependent on the road. There was also a nascent group of individuals whose support of Route 66 was motivated by cultural and personal nostalgia. The U.S. Highway 66 Association continued to produce literature promoting to tourists the merits of the old road into the mid-1970s, but the group would eventually disband in 1979. In some areas, litigation arose, and the threat of lawsuits from towns and states created speed bumps that would delay the decommissioning of Route 66. Nevertheless, it appeared that the future of Route 66 was on an inevitable track to oblivion. The road was officially decommissioned in 1985.

Thereafter, its fate met a fork in the road: Some sections of Route 66 were adopted by state or local governments and continued to carry public traffic, though much less of it; in some instances, private entities or individuals adopted portions of the road; and in still other cases, many segments of Route 66 were abandoned. Accordingly, Route 66 was left in a variety of conditions, from fully paved and updated stretches to portions that were entirely unfit for travel. Nostalgia for the Mother Road's former prominence still burned in the memories of many individuals. Some government entities that adopted sections of the Road kept the "66" name in one way or another. Missouri, Oklahoma, Arizona, and California have kept it on as State Highway 66. Other states like Missouri have tacked the 66 number onto the end of certain roadways (i.e., Highways 366 and 266).

Some began to recognize the historic significance of the road as well. In Oklahoma, for example, portions of the original road were kept intact such that one can still travel along sections of eight-foot-wide "sidewalk" or "ribbon" highway. Soon, these individuals from across the country would come together and initiate the modern-day effort to preserve Route 66.

PRESERVATION ALONG ROUTE 66

From a historical perspective, Route 66 was but one of many highways commissioned as a result of broad, populous movement to promote better roads in the United States. The path it took from Chicago to Los Angeles followed a network of trails established long ago by Native Americans, European explorers, and American surveyors. Its name came about through conflict and struggle among interested parties. Then there were the excavators, engineers, pavers, and painters who built the physical road; the entrepreneurs, restaurateurs, marketers, and boosters who gave the Route its neon sheen; the gas station attendants, motel managers, waitresses, and locals who gave the Road its character and purpose; and of course, the tourists, the travelers, and dreamers who gave the Road its meaning.

Creating Route 66, the Mother Road, was the work of many individuals. And so will be its preservation.

Contemporary focus on the preservation of Route 66 has been directed toward recognizing the Mother Road's significance in American history. However, even before the highway was officially decommissioned, initiatives to protect Route 66 were part of the public dialogue and legislative debate. Tracing the evolution of Route 66 historic preservation shows it has its derivatives in early promotional efforts—first as an economic resource and later as a cultural resource.

Pre-Preservation Era of Route 66

As with all engineering innovations at the beginning of the twentieth century, Route 66 was pitted against the effects of modernization from the time it first took on traffic. Automobiles were becoming faster, safer, and cheaper. Mass-production methods paired with new financing mechanisms[83] could hardly meet the insatiable American demand for auto-travel and, as a result, millions of new cars were put on the road each year.

No one foresaw the impact of the automobile on America. Roads built in the 1920s and 1930s were never designed for the high-speed, high-density traffic taking shape in America, and Route 66 was no exception. The Mother Road was under constant construction for improvement, resurfacing, and realignment. The speed and efficiency of travel were improved, cutting the mileage of the highway from its original 2,448 miles to 2,238 by 1960.[84] Still, these gradual improvements only highlighted the ways in which automobile travel had outpaced Route 66, foreshadowing its gradual obsolescence in a technical engineering sense.

Early efforts to protect Route 66 from the effects of modernization would be out of economic self-interest for those in the smaller, more remote towns through which the highway passed, providing an economic stimulus. When it became clear that the emerging Interstate Highway System was a threat to the future of Route 66, heated opposition from townspeople along the

[83] http://hubpages.com/hub/Cars-in-the-1920s

[84] Bischoff, pg. 10.

Mother Road would result in lawsuits, which would in some cases stall the construction of new highways. New Mexico, for example, passed a law that forbade the construction of interstate bypasses if localities were to request otherwise. Similar lawsuits delayed interstate highway construction in other states like Texas and Arizona. Threats to rescind federal funding for highway projects, however, quickly forced compliance among the states. Indeed, the interstate ribbon of concrete was hard to stop.

Many of the early arguments against the loss of Route 66 and the rise of the interstate clearly had an economic grounding rather than a cultural or historic one. Upon debating the Turner Turnpike in Oklahoma, the first major Route 66 bypass, representatives from to-be-bypassed towns "predicted 'dire consequences' for their communities if the main traffic corridor shifted away from their main streets and did not even slow for their businesses." [85] Several scholars also criticized the interstate. Among them, American urban historian Lewis Mumford predicted that the highways would initiate a mass exodus from the cities, impoverishing those who remained. No amount of criticism though, could argue against the utilitarian truth that the majority of motorists wanted quicker, safer highways than what Route 66 could provide.

Early efforts to promote Route 66 lacked the degree of coordination that currently exists in larger measure between public, private, and nonprofit entities. Labor and financing for preservation was more dependent upon individual enterprise than government support, which meant that the loss of a particularly active individual could significantly harm the stability of a promotional effort. For example, after being resurrected shortly after World War II, the U.S. Highway 66 Association dissolved in 1979, one year after the organization's longtime secretary, "Mr. Route 66"—Jack Cutberth—died.[86]

By 1985, Route 66 was replaced by Interstates 55, 44, 40, and 15. Although some of the towns along Route 66 were included in the interstates as "business loops," traffic all but disappeared, and the predicted blow to business came quickly. "When [Route 66] was bypassed, many businesses and even entire towns "closed down." The number of vehicles dwindled from thousands a day to less than 10 in some of the outlying communities."[87] According to Scott and Kelly (1988), one hotel proprietor along Route 66, Homer Ehresman, estimated that "Interstate 40 took away 90 percent of [his] business" (albeit it a very informal estimate) when the bypass went through in the 1970s.[88] A few businesses, such as the Blue Swallow Motel and the Ariston Café (both included as case studies in Chapter 6 of this study) were able to remain as viable businesses on the Mother Road, but many proprietors unwilling to remain on the Route simply relocated closer to the interstate.

[85] http://www.nps.gov/history/rt66/HistSig/CompleteContext.pdf (p. 241)

[86] http://www.nps.gov/history/rt66/HistSig/CompleteContext.pdf (p. 255)

[87] http://www.nationalroute66.org/faq.html

[88] Scott, Quinta and Kelly, Susan Croce. (1988) Route 66: The Highway and its People: 183.

National franchises also added to the challenges faced by Route 66 businesses. A 1992 survey of 30 Route 66 properties in Santa Rosa, California found that many of the businesses that were built during the 1960s were early chains—franchises such as Denny's Restaurant, Best Western Motel, and Travel Lodge.[89] "Chain" businesses, particularly motels, offered traveler discounts and had national promotional outlets such as the American Automobile Association (AAA) Guidebooks—resources to which most independent establishments along the Mother Road did not have access.

As Route 66 was in decline during the construction of the interstate system, the public began to recognize the Mother Road for its cultural significance. Some particularly salient examples of Route 66 in popular culture emerged during the 1960s and 1970s. The 1969 movie, *Easy Rider*, was a popular film about two Route 66 adventurers, and the 1971 cult film *Two Lane Blacktop* had scenes shot on Route 66. (Jumping ahead in our narrative to 2006, Route 66 figured prominently in the Disney-Pixar movie *Cars*). Also of note was the television series *Route 66* starring Martin Milner and George Maharis, which aired from 1960 to 1964. The show's plot—two Corvette-driving young men encountering different people and places across the Route—reflected the idea of Route 66 as a source for adventure. Also deserving mention is Jack Kerouac's *On the Road* where, for instance, in Los Angeles Kerouac finds "the beat-est characters in the country," including "long-haired, broken down hipsters straight off Route 66 from New York."[90] Such widely consumed interpretations of Route 66 helped to shape the uniquely American mythology of the Mother Road and establish Route 66 as a cultural resource. As American movies, television shows, and books were consumed abroad, Route 66 was transplanted to an international consciousness.

After Route 66 was decommissioned in 1985, perhaps because an abandoned highway is more concretely an embodiment of the past, the highway came to be regarded more widely as a historic resource. Toward the mid- to late-1980s a number of Route 66-related nonprofits formed, harkening a new era of preservation. Although individuals and entities alike have expressed a common interest in preserving the Mother Road, the motivating factors behind preservation are diverse.

WHAT IS BEING PRESERVED? ISSUES OF ROUTE 66 PRESERVATION

Constructing a cohesive, historic narrative of Route 66 is a challenge. Spanning eight states and 80 years through vastly different environmental and cultural settings, there is no single entity to preserve. Throughout its history, certain aspects of Route 66 were being built while others were being modified or destroyed. Route 66 structures vary widely in their level of upkeep; some have been well maintained, such as the Rock Café of Stroud, OK (a case study found in Chapter 6 of this study), while others have been long been destroyed and forgotten. Furthermore, there is a distinction between preserving history and recreating it, and the latter sometimes entails shallow

[89] http://www.nps.gov/history/rt66/HistSig/New%20Mexico.htm

[90] Jack Kerouac, *On the Road*. New York: Viking Press, 1957.

representations that cheapen the efforts of more legitimate preservation projects. Tourists appear particularly sagacious to inauthentic Route 66 offerings, such as more recently erected shops and restaurants that simply include Route 66 in their name. Yet, many would argue that these kinds of efforts are not bad, but rather are helpful to the Mother Road community wanting to acknowledge its historic identity through various means. Further, change on a living, commercial corridor is inevitable, and efforts to recreate new Route-themed entities can actually be quite beneficial, such as the contemporary POPS in Arcadia, Oklahoma (see Chapter 6 case study). Also, cheap kitsch on Route 66 is a long-standing tradition in terms of both architecture and goods for sale. So who is to arbitrate what is legitimate or authentic for Route 66?

Promotional efforts can serve to shed light on the idealized end result of Route 66 preservation efforts. Advertising for Route 66 travel since its earliest days suggest that there is a distinct experience in traveling along the Route. Route 66 does embody a unique visual experience, not only architecturally but in the natural landscape as well. As stated earlier, Route 66 was etched from older migration trails, and thus disrupts the natural landscape minimally as compared to the interstate system, which Caton and Santos (2007) describe as "insensitive to the landscape, boring through mountains, chiseling away buttes, and leaving drivers with a visual experience so monotonous that it actually became dangerous, as it encouraged drivers to speed, or alternatively, to fall asleep at the wheel."[91] Thus, part of preserving the Route 66 experience entails preservation of the natural environment.

There is further the question of exactly how to preserve the physical/environment of Route 66, for instance, the appropriateness of altering/reclaiming Mother Road-related structures that have since been abandoned and now are gradually being reclaimed by nature. Some of these ruins have been sensitively restored by entrepreneurial individuals, such as Cool Springs (Chapter 6 case study), essentially rebuilt from a pile of rubble in the middle of the Mohave Desert. Yet, restoration of each and every remaining Route 66 property is not feasible, nor may it be desirable. As David Knudson, executive director of the Historic Route 66 Federation puts it, "We can't have 2,400 miles of Williamsburg."[92]

An additional struggle for preservationists is against the commoditization of the Route 66 experience. Tourist activity does indeed merit consideration as an indicator of the true Route 66 experience. The conjecture that Route 66 offers a distinct driving experience can be reinforced by the fact that many people vacation along Route 66. The purpose of a vacation is to escape from the routine and the confines of everyday life, thus suggesting that Route 66 offers an experience not to be found in the daily highway travel. Further research into the ways in which Route 66 differs from everyday driving is significant to shaping the direction and priorities of future preservation efforts.

[91] Caton and Santos. "Heritage Toursim on Route 66: Deconstructing Nostalgia." *Journal of Travel Research.* 2007, p 376.

[92] Route Structure. By: Hess, Alan, Architecture, 07460554, Sep2000, Vol. 89, Issue 9

Strategies of Route 66 Preservation

The means through which Route 66 preservation has been accomplished can be categorized into one of three broad methods: landmarks, legislation, and group formation.

Landmark Designation

While many Route 66 businesses have closed since the completion of the interstate system, some have survived for 50, 60, and even 70 years. While longevity alone is not sufficient for landmark designation, some iconic structures along the Route have earned a place on the National Register of Historic Places (NRHP).[93] The National Park Service keeps a travel itinerary for tourism purposes of many Route 66 sites that also are listed on the NRHP; there are about 230 NRHP property listings on the Mother Road. Designation as a NRHP resource (1) increases legitimacy of a particular property's historic significance, (2) enhances the visibility of certain sites to tourists planning their Route 66 trip, (3) affords certain procedural protections against harmful federal undertaking (section 106 review), and (4) opens the door to federal historic tax credits, grants, and other financial opportunities. (The NRHP and the consequences of listing in the National Register are discussed in greater detail shortly.)

Achieving National Register status was among the earliest collaborative efforts between public and private entities in Route 66 preservation (which were often done in conjunction with historical societies or state highway departments). In 1989, Kaibab National Forest, AZ, became the first entity to nominate not just a building on Route 66, but a part of the Route 66 roadbed itself, to the NRHP. The multiple-property listing included not one but five segments of the Mother Road. By the 1990s, several Route 66 states had conducted surveys on their Route 66 resources, highlighting those that might qualify for the NRHP. Regardless, the designation serves as a useful tool to generate local pride in its Route 66 resources as well as legitimize marketing efforts to potential tourists, and further affords other benefits (described shortly).

Additionally, there are ample resources available in book form, tourism brochures, and web-based documents on notable Route 66 sites. Many accounts of Route 66 have helped to establish iconic status for some of the more popular features of Route 66, such as Meramec Caverns (which receives over 150,000 visitors a years) or the "Cadillac Ranch" art installation in Amarillo, Texas.

[93] Eight such structures are discussed in Chapter 6 of this study. These sites include the Rock Café in Stroud, OK; Vickery Station in Tulsa, OK; the Ariston Café in Litchfield, IL; the Blue Swallow Motel in Tucumcari, NM; the Conoco Station in Shamrock, TX; the Coleman Theater in Miami, OK; La Posada Hotel in Winslow, AZ; and Kelly's Brew Pub in Albuquerque, NM.

Federal Legislation

The federal government has assisted in preservation efforts (1) by providing a national mechanism for the recognition and protection of well-preserved roads and (2) through an instrumental rehabilitation program implemented by the Department of the Interior.

Under the Federal Highway Administration, the National Scenic Byways Program serves to develop a uniform standard for the designation of historically significant and scenic roads and has been applied for various sections of Route 66. The program was established under the Intermodal Surface Transportation Efficiency Act (ISTEA) of 1991, and reauthorized first in 1998 under the Transportation Equity Act for the 21st Century (TEA-21)[94] and again in 2005 by the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). The National Scenic Byways Program offers an additional level of distinction: Roadways that are determined to have a superior scenic quality, such that the roads themselves are tourist destinations, are eligible to receive the National Scenic Byways (NSB) and All-American Road (ARR—a higher designation) honors. Thus far, parts of Route 66 that traverse Illinois, New Mexico, Oklahoma, and Arizona have received such heralded designations (Missouri has state a designation). A segment of Route 66 in Arizona was first designated an NSB (2005) and then achieved AAR status (2009). Segments of the Mother Road have been designated as an NSB in Illinois (2005), Missouri (2010), New Mexico (2000), and Oklahoma (2009).

In 1999, Congress enacted the National Route 66 Corridor Preservation Act with the goal of "preserving the cultural resources of the Route 66 corridor and to authorize the Secretary of the Interior to provide assistance." The National Route 66 Corridor Preservation Act was the result of nearly nine years of collaboration between legislators, the Department of the Interior, and the general public.

Route 66 resources for the purposes of the National Park Service Route 66 Corridor Program are defined as (a) structures located on or near Route 66 that (b) existed "during the Route's period of outstanding significance" (1926-1970) and (c) are still in existence at the time of enactment.[95] As a result of the act, the Route 66 Corridor Preservation Program, administered through the National Park Service, has formed as a managing entity for Route 66 preservation and interpretation efforts, while coordinating with "private property owners; non-profit organizations; and local, state, federal, and tribal governments."[96] The program provides cost-share grants to qualifying projects and engages in research, technical assistance, and educational outreach for Route 66-related projects.[97] In 2009, the Route 66 Corridor Preservation Program was reauthorized for another ten years.

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[94] http://www.byways.org/learn/program.html

[95] http://www.nps.gov/history/rt66/PublicLaw106-45.pdf

[96] www.nps.gov/history/rt***66***/news/Newsletter5.pdf

[97] http://www.nps.gov/history/rt66/prgrm/index.htm

This study finds enormous potential in creative uses of these federal NRHP, National Scenic Byways and Route 66 Corridor programs, as well as other federal legislation, including the federal historic tax credit and Transportation Enhancement (TE) Activity funding from ISTEA, TEA-21, and SAFETEA-LU, for preservation along the Mother Road. An in-depth discussion of these programs can be found in the concluding Chapter 7 of this study. Support through state agencies such as State Historic Preservation Offices, Departments of Transportation, and tourism offices are also key.

Route 66 Group Formation and Preservation Advocacy

Groups dedicated to the preservation of Route 66 occur at all levels of government. For example, a Federal Advisory Committee was appointed in 2006 by the Secretary of the Interior to assist in the planning and setting of priorities for the Route 66 Corridor Preservation Program cited above. The council was comprised of 15 members representing various transportation departments, state historic preservation offices, Route 66 associations, and other nonprofit organizations interested in the preservation of Route 66.[98] The council charter expired in 2008.

While government groups play a significant role in the preservation of Route 66, the impetus for preservation has come from individuals and nonprofit organizations—as is the case more generally for how historic preservation is effected in the United States (shortly described). In relatively quick succession after the decommissioning of Route 66, nonprofit associations dedicated to the preservation and promotion of Route 66 resources were formed in each of the eight states through which the Mother Road runs. Common activities of these associations include creating and distributing promotional literature, organizing Route 66 events, and soliciting memberships and private donations. Below they are listed and described in order of their founding.

The Historic Route 66 Association of Arizona was founded in 1987 and "dedicated to the preservation, promotion, and protection of both the surface and memories [of the] magnificent old highway [Route 66]."[99] After nine months of lobbying, the group convinced the Arizona legislature to designate U.S. 66 between Seligman and Kingman as "Historic Route 66"—a title later extended to the rest of the state's 200-mile stretch of the Mother Road. Resources in Arizona reflect influences from Native American culture and American frontier life. To celebrate their resources, the association coordinates the "Annual Route 66 Fun Run," a large-scale public caravan that travels 140 miles from Seligman to Topock.

The Route 66 Association of Missouri was founded in 1989 and officially incorporated in 1990. Its mission is to "preserve, promote, and develop Historic Route 66."[100] The group accomplishes its mission through research, cooperation with state and federal agencies, educational offerings, and the production of a quarterly newsletter, *Show Me Route 66* (a play on Missouri's nickname, the "Show Me State"), as well as other travel literature. The Association has compiled an inven-

[98] www.nps.gov/history/rt***66***/news/Newsletter5.pdf

[99] http://www.azrt66.com/

[100] http://www.missouri66.org/joomla/

tory of points of interest along Missouri's portion of Route 66. It coordinates its efforts with various preservation groups at the state and national levels and currently provides an online database of its preservation partners and resources for undertaking projects. In 2010, the association sponsored its 21st Annual Motor Tour, entitled "Let's Cruise into a New Decade on Route 66!"

Route 66 Association of Illinois. Founded in Dwight, Illinois, in October 1989, its purpose is to "preserve, promote, and enjoy the past and present of U.S. Highway 66."[101] The group accomplishes its mission through tours, fairs, and other public events about or near Route 66. The association publishes the quarterly newsletter *Day Tripper* as well as a series of brochures on Route 66 resources in Illinois. It also hosts an interactive map on its website. The association organizes a Route 66 weekend motor tour annually and houses the Route 66 Hall of Fame and Museum, established in 2004 to "commemorate the people, places, and events that gave Route 66 its special character." The association's website has links to preservation partners throughout the state, educational resources, and a digital archive of Illinois highway maps.

The Oklahoma Route 66 Association was formed in 1989 to coordinate "the statewide economic development, enhancement, improvement, preservation, and recognition of U.S. Route 66 in Oklahoma" by generating "whatever finances and pressures [it] can to save Route 66 landmarks from decay or destruction."[102] The organization sponsors an annual road cruise, as well as other events and workshops, and provides technical assistance to communities along Route 66. It has identified critical properties and structures on Route 66 in Oklahoma, including those eligible for NRHP status. Numerous Mother Road sites in Oklahoma are listed in the NRHP.

The New Mexico Route 66 Association was formed in 1990 to "educate, preserve, and promote historic Route 66 in New Mexico."[103] New Mexico has approximately 465 miles of Route 66 and contains a portion of Route 66 where the road crosses over itself (Tucumcari's pre-1937 north-south alignment crosses over its post-1937 east-west alignment). The association holds an annual New Mexico Route 66 Motor Tour from Tucumcari to Gallup and has helped stimulate numerous preservation projects including the restoration of more than 10 neon signs in the state along Route 66. The organization has also publicized studies on New Mexico's historic Route 66 resources, including a context report on the pre-1937 highway alignments in New Mexico and "The Historic and Architectural Resources of Route 66 through New Mexico."[104]

The Kansas Historic Route 66 Association was founded in 1990 and is dedicated to "the preservation, promotion, and protection of both the surface and memories of [the] magnificent old highway [Route 66]."[105] The association is part of the Baxter Springs Heritage Center and Museum. In the past, the association has coordinated events such as a Route 66 5K race and

[101] http://il66assoc.org/

[102] http://www.oklahomaroute66.com/aboutus.html

[103] http://rt66nm.org/index.html

[104] http://rt66nm.org/tourism/tourism.html

[105] http://www.carrollsweb.com/alynn/mission_of_rt_66_association.htm

wedding contests.[106] A second Route 66 Association of Kansas was founded in 2004.[107]

The California Route 66 Association was founded in December of 1990 and is "dedicated to the preservation, promotion and enjoyment of Historic Route 66 in California." The group formed around the same time legislation was passed designating Route 66 as "State Historic Highway Route 66," making signage permissible for the decommissioned highway. The association publishes a quarterly newsletter entitled *ROADSIGNS* and the *Guide to Historic Route 66 in California,* which is in its third edition. The organization's website serves as a resource for visitors to the area and also provides links to its statewide and national preservation partners.

The Texas Old Route 66 Association was founded in 1991 to promote the approximate 150 miles of Route 66 in Texas. Volunteers of the association publish a quarterly newsletter called the *Texas Route 66 Newsletter* and maintain the Texas Route 66 museum, claimed to be the first museum along the Mother Road.[108] The organization is involved with several preservation projects along Route 66 including the McLean Phillips Station. The association also maintains an online guide to Route 66 in Texas.

There are several programs at the national level that have also played an important role in the preservation and promotion of Route 66. Of particular note is *The National Historic Route 66 Federation*. David Knudson founded the federation in 1994 "when he was unable to locate old sections of Route 66 that he remembered traveling in college" and has now served for almost two decades as executive director.[109] The National Historic Route 66 Federation had an instrumental role in the crafting of the National Route 66 Corridor Preservation Act. Over the years, the federation has taken on several unique efforts, including the Federal Adopt-a-Highway program. The Adopt-A-Hundred Program offers federation members an opportunity to adopt a 100-mile stretch along the 2,400 miles of Route 66 and is intended to identify and address preservation issues along Route 66. Members of the Adopt-A-Hundred program have also contributed to the federation's *EZR66 Guide*, a guidebook of more than 500 resources and businesses along the Route, now in its fourteenth edition. The National Historic Route 66 Federation is also responsible for the publication of a quarterly magazine, *Federation News*, which contains articles about and photographs of the Mother Road.[110]

The important efforts of foundations and other groups are worth mentioning here. An example is the *Route 66 Preservation Foundation*. Originally formed as the *California Route 66 Preservation Foundation (CART66),* the Route 66 Preservation Foundation's mission is "to develop re-

[106] Ibid

[107] http://www.facebook.com/pages/Route-66-Association-of-Kansas/148153651917696#!/pages/Route-66-Association-of-Kansas/148153651917696?sk=info

[108] http://www.barbwiremuseum.com/TexasRoute66.htm

[109] Interview with David Knudson. http://sites.google.com/site/route66map/interview:davidknudson

[110] http://www.national66.com/

sources for the preservation and benefit of the Route 66 corridor and its community."[111] To that end, the Route 66 Preservation Foundation has sponsored Route 66 caravans, and has lobbied Congress on behalf of the Mother Road. Jim Conkle, the foundation's executive director, is also general manager of the *Route 66 Pulse*, a complimentary newspaper distributed along the entirety of the 2,400-mile highway.

Also deserving comment is the *National Trust for Historic Preservation*, a congressionally-chartered, member-supported organization. By inculcating a heightened sensitivity to preservation in the United States, the National Trust enhances the movement to preserve Route 66. In 2007, the National Trust listed Route 66 Motels among America's Eleven-Most Endangered Places. There is also more direct assistance to the Mother Road tendered by the National Trust through such means as the Trust's Main Street Program (25 such initiatives along Route 66 are detailed in Chapter 5) and through the provision of preservation planning assistance for approximately five historic Route 66 properties. The National Trust funded a reconnaissance investigation of Route 66 by Rutgers University in 2007.

Numerous corporations have aided the preservation of Route 66. Because of space limitations, only two illustrative examples among the larger roster of such entities are mentioned here. The Hampton® Hotels, working with the eight state Route 66 associations and others, has its "Explore the Highway with Hampton Save a Landmark" program, a collaboration formed to raise awareness of the Mother Road and to encourage volunteers to refurbish select locations along the highway.[112] In partnership with American Express and the World Monuments Fund Sustainable Tourism Initiative and the National Conference of State Historic Preservation Offices, the National Park Service (Heritage Education Service and Route 66 Corridor Preservation Program) produced the Route 66 *Discover Our Shared Heritage Travel Itinerary*. The latter "aids the public to visit the historic places and to recall those images and experiences that are reminders of our past and evidence of the influence of the automobile."[113] American Express is also funding the current investigation by Rutgers University with oversight provided by the World Monuments Fund and the National Park Service. (The National Trust for Historic Preservation provided some funding assistance to the early phases of this study.)

This is by no means a complete list of organizations dedicated to the preservation and protection of Route 66. There are dozens of other organizations in the United States, as well as abroad, including the Hungarian Route 66 Association (which completed its fourth annual Route 66 cruise in August of 2010), the French Route 66 Association, the Norwegian Route 66 Association, the Canadian Route 66 Association, the World Route 66 Association, and the Route 66 Association of Belgium, to name a few.[114]

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[111] www.cart66pf.org

[112] www.cart66pf.org/66caravan

[113] www.nps.gov/history/nr/travel/route66

[114] http://www.rt66nm.org/tourism/rt66asso.html

The narrative thus far has focused on specific contemporary efforts to preserve Route 66, but just as the Mother Road was affected by larger currents of American history, so too, are attempts to preserve the Mother Road, reflecting larger and longer running developments on the American preservation scene more generally. (To encourage this comparison, Tables 1.2 and 1.3 at the end of this chapter present Route 66 and American historic preservation timelines, respectively.) So, this chapter segues to a quick overview of American preservation history and then concludes with setting the contemporary efforts to preserve Route 66 in the context of the broader American preservation framework.

BROADER PERSPECTIVE OF PRESERVING ROUTE 66

Growth of Historic Preservation Sentiment and Programs in the United States (Table 1.3)

Until almost the mid-twentieth century, preservation sentiment was alien to an American society with a reverence for all things new. There were but a handful of exceptions. In 1816, the City of Philadelphia purchased Independence Hall, which had been slated for demolition; George Washington's Revolutionary War-era headquarters in upstate New York, Hasbrouck House, was saved by that state's legislature in 1850 and converted to the nation's first house museum; and Mount Vernon was saved by a private women's group in the 1860s, as was the Hermitage (1856) and Old South Meeting House (1876).[115]

Private philanthropy from the Rockefeller family helped reconstruct Colonial Williamsburg in the mid-1920s.[116] Other historic outdoor museum "settlements," such as Greenfield Village in Michigan, date from the same 1920s era. In the mid-1930s, the Depression and the attendant governmental economic pump-priming response spurred some federal archival and preservation actions, such as the Historic American Buildings Survey, and restoration work at Yorktown and other battlefields.[117] And from the 1930s to the 1950s, a handful of communities established local preservation commissions to identify and protect selected historic districts.[118]

As noted, however, these preservation activities were the exception. More typical was destruction of even acknowledged historic landmarks. Pennsylvania Station in New York City is a prime example; this important structure was demolished and replaced by a lackluster skyscraper and a new incarnation of Madison Square Garden in 1965.[119] In fact, federal programs, ranging from urban renewal to the interstate highway system, fueled the demolition of the historic lega-

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[115] Hosmer, Charles B. 1965. *Presence of the Past: A History of the Preservation Movement in the United States before Williamsburg.* New York: Putnam's Sons.

[116] Grieff, Constance M. 1971. *Lost America: From the Atlantic to the Mississippi.* Princeton, NJ: Pyne.

[117] Murtagh, Williams J. 1988. *Keeping Time.* Pittstown, NJ: Main Street. P. 65

[118] Listokin, David. 1985. *Living Cities.* New York: Priority Press. P. 32

[119] Whitehill, Walter Muir. 1966. "Promoted to Glory," in U.S. Conference of Mayors, *With heritage so Rich.* Washington, D.C.: National Trust for Historic Preservation.

cy.[120] Seattle's Pioneer Square, Boston's Quincy Market, and New York's SoHo were almost lost to urban renewal;[121] many equally prominent areas were not saved.

Partly in reaction to the widespread loss of historic places (often governmentally aided) and growing societal environmental sensitivity, a preservation system developed by the 1960s. At the federal level, the National Historic Preservation Act (NHPA) of 1966 created a National Register of Historic Places and a review process (Section 106 of the NHPA) to evaluate federal undertakings that threatened National Register resources. (The National Register is administered by the National Park Service.) Complementing the NHPA was other federal preservation legislation, such as Section 4(f) of the 1966 Transportation Act, which guards against federal transportation projects "using" historic resources for transportation purposes unless there is "no prudent and feasible alternative," and the 1969 National Environmental Policy Act (NEPA), which requires impact assessments of major federal actions affecting the environment, including historic resources.

Parallel actions commenced at the state and local levels during this period. With federal funds from NHPA, State Historic Preservation Offices (SHPOs) were established. The SHPOs helped identify candidates to be placed on the national as well as state registers. Many states further enacted "mini-106" and "mini-NEPA" procedures to evaluate state and local government actions threatening properties on the state or local registers. Some states (e.g., Kansas and Minnesota) enacted "mini-4(f)" protections. For instance, demolition of a historic hotel in downtown Hibbing, MN, was stopped on the basis that there was a "feasible and prudent alternative" to its destruction—namely, preservation.[122]

Of great significance was the establishment of local preservation commissions (LPCs). The LPCs would conduct surveys to identify historic resources and then act to designate those resources as landmarks.[123] Once designated, the landmarks could not be demolished or their facades altered in a fashion not historically appropriate without the approval of the LPC; at the least, these actions would be delayed or commented on by the LPC.[124] Local designation and protection was originally adopted in a few pioneering cities such as New Orleans (1925, 1937), Charleston (1931), and San Antonio (1939). The number of communities with such LPC activity rose to about 150 in the mid-1960s, to about 1,500 by the early 1980s, and to more than 3,000 as of 2010. While LPCs are today active throughout the United States, such local action is, more the

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[120] Jacobs, Jane. 1961. *The Death and Life of Great American Cities.* New York: Random House.

[121] Gratz, Roberta B. 1994. *The Living City: How are America's Cities Being Revitalized by Thinking Small in a Big Way.* Washington, D.C.: National Trust for Historic Preservation. P. xxvii

[122] Beumont, Constance. 1996. *Smart States, Better Communities.* Washington, D.C.: National Trust for Historic Preservation Press.

[123] Cassity, Pratt. 1996. "Maintaining Community Character: How to Establish a Local Historic District." *Preservation*. Information Series. Washington, D.C.: National Trust for Historic Preservation.

[124] Cox, Rachel S. 1997. Design Review in Historic Districts. *Preservation.* Information Series. Washington, D.C.: National Trust for Historic Preservation; Duerksen, Christopher J. ed. 1983. *A Handbook in Preservation Law.* Washington, D.C.: Conservation Foundation and the National Center for Preservation Law

exception than the rule. When in place, the LPC actions are significant, because although federal and state regulations typically focus on governmental actions that might threaten historic resources, for the most part they are not directed at private actions by the owners of these resources. LPC activities, by contrast, may regulate such private actions.[125] To be fair, some praise this government intervention while others bemoan local historic preservation controls as intrusive and a near property "taking."

Also of note were new tax regulations and other financial aid for preservation. Until the 1970s, federal tax law discouraged preservation. This began to change under the 1976 Tax Act, and significant historic preservation tax credits were added by the 1981 Economic Recovery Tax Act (ERTA). While the 1986 Tax Reform Act (TRA) reduced these ERTA tax credit benefits, they still are widely used. Currently, a 20 percent federal tax credit is available for historically sensitive rehabilitation (i.e., adhering to the Secretary of the Interior's Standards). Parallel to these federal tax actions, numerous state and local governments authorized income and property tax incentives for historic preservation in the last quarter of the twentieth century.[126] Finally, numerous federal transportation programs over the last two decades, namely ISTEA (1991), TEA-21C (1998) and SAFETEA-LU (2005) provided funding for transportation enhancement (TE) activities that could directly or indirectly be used for preservation purposes.

Also deserving mention in our brief historical overview are the reasons prompting American preservation. Early on, the emphasis was on preserving history, especially if that history had a patriotic connection; it was no accident that early American landmarks often had a "Washington slept here" provenance. Then the history theme expanded to include cultural- and aesthetic-furthering resources, such as architecturally distinctive buildings. More recently, the economic benefits of historic preservation have been touted, often related to the ample spending by heritage-oriented tourists. Thus, in the last two decades, at least half of the 50 states have conducted/sponsored "economic benefits of historic preservation" studies. The National Park Service, Advisory Council for Historic Preservation, and the National Trust for Historic Preservation have all been involved in this endeavor of quantifying the economic contribution of historic preservation as well. (Rutgers has conducted numerous of these state studies and has also collaborated with the NPS and the National Trust on models to quantify preservation's economic effects.)

In sum, there is a much more heightened historic preservation sentiment in the United States today than in years past. As a consequence, there exists a much broader array of programs and mechanisms to realize preservation. These programs are justified as furthering patriotic, historical, cultural, aesthetic, and economic objectives. There has also been a broadened perspective concerning what resources merit preservation. As discussed below, there has been a shift of preservation attention from focusing only on the most significant national monuments to appre-

[125] Fowler, John M. 1976. Federal Historic Preservation Law: National Historic Preservation Act, Executive Order 11693, and Other Recent Developments in Federal Law. *Wake Forest Law Review* 12(1):31.

[126] Beaumont, 1996

ciating and preserving a much wider array of resources. (This in part, reflects the broadened reasons of why we preserve.) We shall illustrate that shift by considering changes in federal preservation legislation over time.

Evolving Concepts of Resources Meriting Preservation

The first encompassing federal legislation was the Antiquities Act of 1906 (Public Law 59-209). This legislation was spurred by threats to Indian archaeological and natural history sites as American settlement moved west and south in the late nineteenth century. At first, such sites were protected through individual actions by Congress, such as federal acquisition of Casa Grande (1889) and Mesa Verde (1906). Yet a broader grant of protective authority was sought, and that was realized by the 1906 Antiquities Act which established a permit and regulatory system for the excavation of archaeological sites as a means for protecting such resources. The 1906 Antiquities Act further authorized the President to designate as national monuments those areas of the public domain containing historic landmarks, historic and prehistoric structures, and objects of historic or scientific interest. The monument designation under the Antiquities Act was limited, however, to properties and sites of significance to the nation as a whole and to sites on land owned or controlled by the federal government. In recent years, large wilderness areas, such as the 1.7 million-acre Grand Staircase-Escalante region in Utah—the size of Yellowstone National Park—have been designated and protected as national monuments. (Some have criticized the number and scale of recent monument designations).

Spurred by the economic catastrophe of the Great Depression, the 1935 Historic Sites Act broadened federal participation in historic preservation. The legislation set forth a ringing call for preservation: "It is declared that it is a national policy to preserve for public use historic sites, buildings, and objects of national significance for the inspiration and benefit of the people of the United States" (U.S.C. sec. 461). The Historic Sites Act of 1935 authorized a survey of historic and archaeological sites, buildings and objects (National Survey of Historic Sites and Buildings) for the purpose of determining resources possessing exceptional value as commemorating or illustrating the history of the United States. These exceptional resources are then designated as National Historic Landmarks (NHLs).

NHLs are resources of national significance defined as

> districts, sites, buildings, structures, and objects that possess exceptional value or quality in illustrating or interpreting the heritage of the United States in history, architecture, archaeology, technology, and culture; and that possess a high degree of integrity of location, design, setting, materials, workmanship, feeling, and association.[127]

The White House, Monticello, Vieux Carré in New Orleans, Union Station in St. Louis, Mark Twain's house in Hartford, and about 2,500 other resources have been designated as NHLs.

[127] Code of Federal Regulations, Title 36, Part 65.

Federal enactment of the truly landmark 1966 National Historic Preservation Act (NHPA) served as a major catalyst for the expansion of preservation activity. The act declared that "the historical and cultural foundations of the nation should be preserved" and established four means to achieve this goal: the National Register of Historic Places to inventory the nation's cultural resources; a national Historic Preservation Fund (HPF) to provide financial aid (the fund was formally established in 1976 but has since been superseded by the federal historic tax credit); a new executive-level body, the Advisory Council on Historic Preservation (ACHP), to advise the President and federal agencies on preservation; and a review process, Section 106, to evaluate federal actions affecting National Register properties. This section focuses on the National Register.

Section 101(a) of NHPA authorizes the creation of a National Register of Historic Places, defined by statute as a "National Register composed of districts, sites, buildings, and objects significant in American history, architecture, archaeology, engineering, and culture." Thus, many categories of resources are eligible, as are defined and illustrated below.

These criteria for the National Register evaluation encompass

> the quality of significance in American history, architecture, archaeology, engineering, and culture [that] is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association, and
>
> (a) that are associated with events that have made a significant contribution to the broad patterns of our history; or
>
> (b) that are associated with the lives of persons significant in our past; or
>
> (c) that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
>
> (d) that have yielded, or may be likely to yield, information important in prehistory or history.[128]

Significance for National Register entry, as opposed to its predecessor federal historic rosters (e.g., National Survey of Historic Sites and Buildings), encompasses qualities of regional, state, and local, not only national, importance. As noted by one observer, "The government has already been in the business of identifying the big mountains, so to speak, of our national landmarks…. The idea of the National Register was to find out what people in their individual communities put a premium on. What they say every day was important." [129]

As of 2011, approximately 85,000 entries have been placed on the National Register. The entries reflect the diversity of the nation's historical resources.

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[128] Code of Federal Regulations, Title 36, Part 60, Section 60.4

[129] Weinberg, Steve. "Super List: the Sixteen-year old National Register of Historic Places Faces its Toughest Challenge." *Historic Preservation,* July-August 1982: 10.

> Districts include traditional urban areas, such as Georgetown in the District of Columbia, entire small towns such as Silver Plume, Colorado, and rural areas such as Green Springs, Virginia, an 8,000-acre area of eighteenth and early-nineteenth century farms. Buildings on the National Register may be grand, like The Breakers in Newport, Rhode Island, or unimposing, such as a simple farmhouse in the Midwest; they may be an excellent example of Federal-style architecture, like Liberty Hall in Frankfort, Kentucky, an early skyscraper like the Wainwright Building in St. Louis, or landmarks of modern architecture such as Frank Lloyd Wright's Falling Water in Pennsylvania. National Register sites include important archaeological sites, such as Cahokia Mounds in Illinois, and battlefields, such as Gettysburg and Antietam. Structures range from bridges, such as the Eads Bridge over the Mississippi, to Launch Complex 39 at Cape Kennedy, site of the first manned flight to the moon. Objects include ships, such as the schooner Wawona in Seattle, petroglyph boulders, such as Pohaku ka Luahine in Hawaii, and even a steam locomotive, Number 152 of the Louisville & Nashville Railroad.[130]

Over time, there have been changes in the characteristics of the National Register listings. While most of the early entries were of national significance, this has shifted to much greater emphasis on state and especially local importance. Of the 1,929 National Register listings between 1967 and 1970, 70 percent were nationally significant and only 22 percent and 8 percent were of state and local significance, respectively. Two decades later, of the 10,536 National Register listings between 1987 and 1990, only 5 percent were nationally significant while the state and local significant listings had climbed to 24 percent and 71 percent, respectively. The emphasis of state and local significance in the National Register continues until today.

Route 66 in the Context of American Historic Preservation Sentiment and Perspective

This section brings together the previously described effort to preserve Route 66 and the just-described brief narrative of the broader American historic preservation sentiment and perspective, for these two strands are related.

A century ago, even a few decades back, an argument to preserve Route 66 would have fallen on deaf ears for numerous reasons. First, American culture of an earlier day celebrated the new and now, so why bother with a highway relic of the past? It is this thinking that led to the destruction of such transportation (and other) icons as Penn Central Station in New York City. Furthermore, in the past, Route 66 would not have registered on the radar of even those more attuned to preservation because it did not fit the earlier, narrower parameters of what was deemed appropriate to preserve, namely one-of-a-kind works of art and places of defining historical moment. Had Route 66 existed in the nineteenth century, would anyone have argued for its preservation when the focus of preservation attention was on places like Independence Hall and Mount Vernon? Surely not! Few bemoaned the "decommissioning" of one of America's first highways—the Lancaster Turnpike from Philadelphia to Lancaster, Pennsylvania—because this decommission-

[130] Advisory Council on Historic Preservation. *Adaptive Use: A Survey of Construction Costs. Special Issue Report*, vol. 4, no. 4., June 1976.

ing was brought about by the then new, enhanced technologies of canal and railroad—the "interstates" of their day.[131]

Flash forward to the early twentieth century. Would Route 66 qualify as a national monument as envisioned by the 1906 Antiquities Act? For the most part, no,[132] as it is quite different from the Casa Grande, Mesa Verde, Grand Canyon, and Grand Tetons of the American continent.[133] Would Route 66 qualify as a National Historic Landmark (NHL) in the context of the 1935 Antiquities Act? Perhaps a small portion of the Mother Road might be designated as an NHL, but surely not major segments of the 2,400-mile highway. To date, there are no NHLs on Route 66, although the NPS Route 66 Corridor Preservation Program believes "there may be several eligible sites."[134] However, the absence/paucity of NHLs on the Mother Road reflects the disconnect between the popular-culture celebration of the Mother Road and the NHL mindset.[135]
It is no accident that Route 66 fits most comfortably as a resource to be placed on the National Register of Historic Places (NRHP) for the 1966 National Historic Preservation Act, which authorized the NRHP and had a broader purview of what comprised a historic resource compared with the predecessor 1906 Antiquities Act and the 1935 Historic Sites Act.

The NRHP provides a broad umbrella for designation of considerable segments of Route 66. Portions of the Mother Road that are significant from a national, state, and/or local perspective—and not all places are the same in this regard—all equally merit NRHP recognition. The NRHP encompasses various resources including "buildings," "districts," "objects," "sites," and "structures" (earlier defined), which allows for many resources on or near Route 66 to be designated—including portions of the roadway itself. The wide-ranging criteria for inclusion in the National Register (i.e. A: history, B: persons, C: artistic and cultural achievements, and D: archaeology) further permits inclusions of multiple facets of the Mother Road to be listed on the National Register, or at least be eligible for the NRHP. In short, the NRHP is a "comfortable fit" for Route 66, and NRHP designation is a good first preservation step—one that is indeed happening along the Mother Road.

While we do not have an exact current census, according to the Route 66 Corridor Preservation Program,[136] there are an estimated 230 National Register property listings on Route 66 (about 1

[131] A note should be made of efforts to preserve the equivalent of "19th century Route 66," such as American emigrant wagon roads and passage of the National Trails Act of 1968.

[132] A Mojave Trail national Monument (originally called the Mother Road National Monument) was proposed in December 2009 for the area along Route 66 from needles to Ludlow, California. (Route 66 News, "Senator to propose national monument along Route 66 in Mojave." December 21, 2009. http://rwarn17588.wordpress.com/2009/12/21/mojave-monument-route-66/)

[133] National Park Status for Route 66 was considered a possibility in the 1994 Special Resource Study of the Mother Road. While National Park designation of Route 66 is technically feasible, it is not currently a preferred option.

[134] Personal correspondence with Kaisa Barthuli, Program Manager of the Route 66 Corridor Preservation Program. November 2010.

[135] More broadly is a common aversion to preserving resources of the recent past as "historic."

[136] Personal correspondence with Kaisa Barthuli, Program Manager of the Route 66 Corridor Preservation Program. November 2010.

for every 10 miles of highway).[137] The majority of the 230 are listed under the National Register's Criterion A (history), with some listed under both Criteria A and C (artistic, cultural, and architectural achievement). Approximately 23 of the 230 listings are districts.
The following are example National Register listings on the Mother Road: Ambler's Gas Station and the Lazy A Motel in Illinois; Wagon Wheel Motel and 66 Drive-In in Missouri; Vickery Phillips 66 (Gas) Station and Rock Café in Oklahoma; Tower (gas) Station in Texas; Blue Swallow Motel and Pig n' Calf Lunch in New Mexico; Winslow Underpass and Ash Fork Maintenance Camp #1 in Arizona; and Bekins Storage Co. Roof Sign and Howard Motor Company Building in California. The theme of this National Register "Cook's tour": The popular culture characteristic of Route 66 fits well with the "big tent" historic and cultural lens of the National Register as opposed to the more-restrictive predecessor boundaries of monument and NHL.

There are other ways in which contemporary efforts to preserve Route 66 reflects larger themes of contemporary American historic preservation thought and practices. Contemporary preservation, for the most part, eschews earlier preservation models, such as turning historic resources into historic house museums (e.g., the Hasbrouck House approach) or emphasizing the outdoor historic "settlement" (e.g., Williamsburg, and Greenfield and Sturbridge Villages); similarly, contemporary Route 66 preservation has few of these house museum-historic settlement applications. (Recall the earlier-cited admonition by David Knudson of the National Historic Route 66 Federation against turning the Mother Road into a 2,400-mile linear Williamsburg.) Both historical and contemporary American historic preservation involved some government action (more so in more recent times), but the "heavy lifting" of preserving a resource often was done by the private-sector and advocacy groups. In the same tradition that Mount Vernon, the Hermitage, and Old South Meeting House (and countless other historic resources) were saved by private groups, and the National Trust for Historic Preservation was formed to galvanize preservation nationally, there are many private individuals (and some groups) preserving the iconic Route 66 resources in Chapter 6, and the National Historic Route 66 Federation, and more than eight state Route 66 associations, working in many ways to advocate preservation of the Mother Road.

There is also some gender parallelism. American historic preservation early on had women playing a prominent role. For instance, Mount Vernon, the Hermitage, and Old South Meeting House were all saved through the arduous efforts of Ladies Associations and the like. In more recent American preservation times, Jane Jacobs and many so-called "ladies in tennis shoes" stopped many demolition crews from leveling properties of historical significance. Route 66 also has its preservation heroines. To name just three, Lillian Redman was the heart and soul of the Blue Swallow Motel in Tucumcari, NM. Dawn Welch literally rebuilt the Rock Café in Stroud, OK. And who brought back the Kan-O-Tex station in Galena, KS? Four Women on the Route. While both men and women have, of course, joined in preservation, both on the larger American scene

[137] Approximately 15 percent of these are *not* listed for their association with Route 66 (e.g., pre-1926 buildings and bridges, Lincoln's Tomb, Grant Park in Chicago, Harvey Houses, etc.). However, if these nominations were prepared or updated today, some would include their association with Route 66.

as well as regarding the Mother Road, the contribution of women has been long-running and important.

It is also instructive to point out how contemporary Route 66 preservation departs in places from the larger American contemporary preservation framework. While the latter emphasized utilization of federal historic preservation (and other) tax credits, Route 66 has relatively light application of tax credit incentives, a topic discussed in Chapter 7 of this study. Further, there is a much greater emphasis of local government designation and protection on the broader American front than what is currently the case on the Mother Road. Local historic districts or locally designated individual landmarks focused on Route 66 are currently the exception rather than the rule. (Recall that local designation may restrict or delay private-sector demolition or inappropriate alteration of a local landmark, an intervention that is not the case with federal designation on the National Register.) The paucity of local designations may reflect a hesitation to impose public regulations on private property in some of the more politically conservative areas of the Mother Road. (Route 66 encompasses many political hues—from "blue," or more politically liberal states, such as Illinois and California, to "red," or more conservative-leaning states, such as Oklahoma and Texas.) We can point to other departures of contemporary Route 66 preservation from the national preservation application as well.[138] While differences between preserving Route 66 and the broader American preservation scene surely exist, and one can speculate why that is the case,[139] the similarities in the broader historical context are much stronger.

In summary, preservation of Route 66 reflects, if not personifies, a heightened sentiment in the United States to preserve, rather than destroy, its past.

Preservation of Route 66 reflects, if not personifies, the democratization of preservation that now includes a broad array of artifacts from America's past rather than a focus on only singularly significant monuments. The resultant democratic (with a small "d") preservation "big tent" includes thousands of motels, restaurants, gift shops, bridge and highway segments and other elements on this 2,400-mile highway that has been in place for four-score years.

Preservation of Route 66 reflects, if not personifies, a recent turn in American preservation to tout the economic benefits of the endeavor, often related to the pump-priming effect of heritage tourism. It is no accident that the Route 66 Corridor Preservation Program, the National Historic

[138] For example, some states have enacted "mini-4(f)"—as opposed to federal 4(f)—or other legislation whereby state or local government action (for transportation and sometimes broader purposes) involving a historic resource is precluded unless there is "no prudent or feasible" alternative. Section 4(f) affords greater procedural protection against harmful governmental action compared with Section 106-type review at the state level. Given Route 66's obvious transportation association, state 4(f) protection would be helpful; however, there seems to be little of this in the eight Route 66 states.

[139] Some of the departures of contemporary Route 66 preservation from the larger national preservation application may be simply one of timing; that is, the former will more greatly resemble the latter over the course of the next few years (e.g., more local designations over time). Some of the differences, however, may be of a more fundamental nature, reflecting the particular political and personal environment of the Mother Road (e.g., public intrusion on private property rights are eschewed by many of the Route 66 states, a sentiment shared by at least some of the individuals drawn to the preservation of Route 66; see Chapter 7 for further discussion).

Route 66 Federation, the state Route 66 associations, and others have all heralded the economic contribution of the Mother Road. (That contribution is a central theme of the current investigation.)

Finally, Route 66 reflects, if not personifies, the hard task of historic preservation in the United States. Preservation happens as a result of the toil and sweat of dedicated groups and individuals in both the private and public sectors who identify the Mother Road resources that are threatened and assiduously cobble together the human and financial capital to realize preservation. Doing this on the 2,400-mile Route 66 Corridor is daunting, but the rewards of preserving the Mother Road for future generations are greater still.

Table 1.2:
Route 66 Timeline: Formation, Growth, Decline and Preservation

1925	• Joint Board of Interstate Highways created to form a system of numbering and marking interstate highways to replace named roads supported by booster organizations. • Cyrus Avery, Frank Sheets, and B.H. Piepmeier work with committee of five members of Joint Board to promote Chicago-to-Los Angeles-route
1926	• November 11, 1926 - Route 66 officially commissioned. Highway runs for 2,448 miles from Chicago to Los Angeles and is considered one of the nation's principal east-west arteries. • By end of the year only 800 miles of Route 66 were paved.
1927	• The National Highway System was formed. • February 4, 1927 - Cyrus Avery and John Woodruff form the National U.S. 66 Highway Association to promote and expedite the building of Route 66, which they dubbed the "Main Street of America." • Phillips 66 Gasoline appropriates the highway's numbers and logo as new gas stations sprout up along its length. • Route 66 signs are posted in Illinois.
1928	• The last piece of Route 66 is connected through Missouri, between Rolla and Lebanon, the most difficult piece in the Show-Me State. • March 4, 1928 - The "First Annual International Trans-Continental Foot Race," or the "Bunion Derby," begins. Race begins in Los Angeles, covers the length of Route 66 to Chicago, and finishes in New York.
1929	• A Texaco road report finds Route 66 fully paved in both Illinois and Kansas, 66% paved in Missouri, and 25% improved in Oklahoma. The 1,200-mile western stretch—with the exception of the metropolitan areas of California—is still unpaved. • July 29, 1929 - Taking 2 ½ years to build at a cost of some $2.5 million, the Chain of Rocks Bridge in St. Louis, Missouri, opens to traffic. It closed in 1968.
1931	• January 5, 1931 - Missouri completely paves its portion of Route 66. The last mile is paved in Phelps County just east of the Pulaski County line near Arlington. The work crew tosses coins into the wet cement to celebrate the completion.
1933	• Until 1933, responsibility to improve existing highways fell almost exclusively to the states. Improvements cost state agencies an estimated $22,000 per mile. • As part of the New Deal, the U.S. Government puts thousands of unemployed Americans to work as laborers on road gangs to pave the final stretches of Route 66.
1934-1936	• Dust Bowl storms in the Midwest drive hundreds of thousands of people from their homes, many of whom travel west on Route 66. An estimated 210,000 people migrated to California in search of land and work.
1935	• June 17, 1935 - Route 66 is extended from downtown Los Angeles to its current terminus at the Pacific Ocean in Santa Monica, California.
1937	• September 26, 1937 – Route 66 is officially rerouted directly west from Santa Rosa to Albuquerque, New Mexico, bypassing Santa Fe.
1938	• Paving is completed on the last unpaved section of Route 66 in Oldham County, Texas between Adrian and Glenrio.
1939	• John Steinbeck publishes *The Grapes of Wrath,* dubbing Route 66 "…the mother road, the road of flight."
1940	• *The Grapes of Wrath* is made into a film starring Henry Fonda and John Carradine.
1942	• America's entry into World War II results in the cessation of automobile production, gasoline rationing, and scarcity of rubber for tires, greatly impinging civilian traffic on Route 66. Massive federal investment in the war industry, mostly in California, yields another migration, as Route 66 serves military traffic, the supplies, and equipment to the Pacific theater of war. The road deteriorates considerably as all federal funding for road improvements was diverted to the War effort.
1945	• World War II ends, and tourism and automobile travel in America boom.

1946	• Jack D. Rittenhouse self-publishes *A Guide Book to Highway 66,* selling it door-to-door at truck stops, motor courts, and cafes along Route 66. It lists every community from Chicago to Los Angeles on the highway at the time, along with attractions, lodgings, and services. • Robert (Bobby) William Troup, Jr., of Harrisburg, Pennsylvania, former pianist with the Tommy Dorsey band and ex-Marine captain, composes "(Get Your Kicks On) Route 66" while driving on the Mother Road en route to Los Angeles. The song is originally released by Nat King Cole and is recorded by dozens of subsequent artists since then.
1950	• The "family vacation" begins as a new American phenomenon in the 1950s, and Route 66 becomes a popular destination as its caverns and caves, scenic mountains, beautiful canyons, and sparkling deserts are heavily promoted by the U.S. 66 Highway Association. The competition for tourists' attention spawns trading posts, alligator farms, full-service gas stations, grills with fried chicken, "blue plate specials," and homemade pie, "mom and pop" motor courts, Native American festivals, and every other type of tourist attraction.
1953	• The Turner Turnpike (Interstate 44) between Tulsa and Oklahoma City opens, bypassing 100 miles of Route 66.
1956	• June 29, 1956 - Congress passes the Federal-Aid Highway Act of 1956, commonly known as the National Interstate and Defense Highways Act, authorizing and funding the Interstate Highway System.
1960	• October 7, 1960 - *Route 66* TV series starring Martin Milner and George Maharis begins. The show aired for 116 episodes, ending on September 18, 1964.
1962	• December, 1962 - Missouri petitions American Association of State Highway and Transportation Officials on behalf of all the Route 66 states, to have the interstates renumbered as I-66 from Chicago to Los Angeles. Request is refused.
1970	• Nearly all segments of Route 66 are bypassed by a modern four-lane highway.
1977	• January 17, 1977 - All of the signs come down along Route 66 in Illinois, replaced by signs for Interstate 55.
1982	• December 23, 1982 - The city of Times Beach, Missouri, is found to be severely contaminated with dioxin.
1984	• October 13, 1984 - Final section of Route 66 is bypassed by Interstate 40 at Williams, Arizona. In all, the Mother Road is "replaced" by Interstates 55, 44, 40, 15 and 10.
1985	• Route 66 is officially decommissioned, and all highway markers are removed.
1987	• February 1987 - The Historic Route 66 Association of Arizona is formed by communities along Route 66, led by Angel Delgadillo of Seligman and Jerry Richard and David Wesson, both of Kingman.
1989	• Route 66 Association of Missouri, Route 66 Association of Illinois, and the Oklahoma Route 66 Association are founded. • Kaibab National Forest (USFS) sponsors a National Register of Historic Places Multiple Property Listing for Historic U.S. 66 in Arizona, including five segments of Route 66 listed on the National Register. The USFS also develops an abandoned route segment through National Forest land for people to enjoy as a hiking and interpretive trail.
1990	• New Mexico Route 66 Association, Kansas Historic Route 66 Association, and California Historic Route 66 Association are founded. • California passes legislation designating "State Historic Highway 66," making signage permissible on the decommissioned route. • Governor of Missouri signs legislation that designates Old U.S. Highway 66 as a historic highway in Missouri, making signage permissible on the decommissioned route. • 101st Congress passes Route 66 Study Act to study methods to commemorate Route 66. • Michael Wallis publishes *Route 66: The Mother Road.*
1991	• Texas Old Route 66 Association forms.
1992	• New Mexico State Historic Preservation Office undertakes a historic Route 66 property survey and MPDF, with National Register nominations.
1994	• Arizona Route 66 is designated an Arizona Scenic Historic Byway.

	• New Mexico Route 66 is designated a New Mexico Scenic and Historic Byway.
1995	• National Historic Route 66 Federation forms to preserve Route 66 across the country. • New Historic Route 66 signs are put up, documenting the different historic alignments in Illinois.
1996	• Arizona State Historic Preservation Office (SHPO) undertakes a historic Route 66 property survey and Multiple Property Documentation Form.
1997	• Illinois State Historic Preservation Office and Department of Transportation complete a historic Route 66 property survey, MPDF and Programmatic Agreement with Illinois DOT.
Late 1990s	• Illinois Route 66 is designated a "State Heritage Tourism Project." Illinois Route 66 Heritage Project, Inc. develops to manage the initiative. • Oklahoma Route 66 designated a State Scenic Byway. • Bureau of Land Management designates a 42-mile section of Route 66 through their lands between Kingman and Topock as *Historic Route 66 Back Country Byway.*
1999	• 106th Congress passes the Route 66 Corridor Preservation Act to preserve the cultural resources of the Route 66 corridor and to authorize the Secretary of the Interior to provide assistance. • September 11, 1999 - The new Route 66 State Park opens on what was once the town site of Times Beach, Missouri.
2000	• Route 66 in New Mexico is designated a National Scenic Byway.
2001	• The National Park Service Route 66 Corridor Preservation Program is established as a result of the Route 66 Corridor Preservation Act.
2002	• The California Route 66 Preservation Foundation is formed to develop resources for the preservation and benefit of the Route 66 corridor in California.
2004	• The Illinois Route 66 Hall of Fame Museum is established in Pontiac, Illinois.
2005	• Illinois Historic Route 66 is designated a National Scenic Byway as a result of efforts by the Illinois Route 66 Heritage Project, Inc. • Arizona Route 66 is designated a National Scenic Byway.
2006	• Disney-Pixar releases Route 66-inspired movie *Cars,* to great acclaim.
2009	• Route 66 Corridor Preservation Program is reauthorized for another 10 years. • Oklahoma Route 66 designated a National Scenic Byway. • Arizona Route 66 is designated an All American Road.

Timeline is adapted from the website Legends of America (www.legendsofamerica.com/66-timeline.html).

Sources:

Legends of America - http://www.legendsofamerica.com/66-timeline.html
Rutgers University
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http://www.route66ca.org/chr66a/whoweare.html
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http://www.nps.gov/history/rt66/

Table 1.3:
Timeline of Federal Legislation Affecting Historic Preservation

Year	Legislation	Activity (Partial)
1906	Antiquities Act	Designate and protect historic "monuments"; regulate excavations
1916	National Park Service (NPS) established	NPS "houses" federal preservation activities (e.g., National Register)
1933	Historic American Buildings Survey (HABS)	Survey and measured drawings
1935	Historic Sites Act (HSA)	National Survey of Historic Sites and Buildings (HSA is the basis of HABS, Historic American Engineering Record [HAER], and National Historic Landmarks [NHLs])
1949	Housing Act (urban renewal)	Federally subsidized demolition
	National Trust for Historic Preservation	Congressionally chartered nonprofit to facilitate preservation
1956	Federal Aid Highway Act of 1956	Federally subsidized highway construction
1960	Reservoir Salvage Act	Document archaeological resources upon dam construction
1961	Housing Act	Monies for open space and urban beautification; amended in 1966 to specifically provide grants for historic preservation
1966	National Historic Preservation Act (NHPA)	Key federal preservation law; establishes: National Register of Historic Places; Section 106; review of federal actions threatening Register properties; Advisory Council on Historic Preservation (ACHP)
	Dept. of Transportation Act	Section 4 (f)—transportation projects shouldn't use historic or park resources unless there is "no feasible or prudent alternative"
	Demonstration Cities and Metropolitan Development Act	Urban renewal funds can be used for preservation
1969	National Environmental Policy Act (NEPA)	Prepare environmental impact report on "major federal actions significantly affecting environment," including historic resources
1970	General Authorities Act of 1970	Prepare annual report (section 8 report) identifying threatened NHLs
1971	Executive Order 11593	Federal agencies survey-nominate their properties to National Register
1972	Surplus Real Property Act	Allows transfer of surplus federal properties to state/local governments for public/other purposes
1974	Archaeological and Historic Preservation Act (AHPA)	Extends Reservoir Salvage Act to all federal projects; up to 1 percent of project funds can be used for archaeological recovery
	Amtrak Improvement Act	Funds for historic train stations
	Housing and Community Development Act	Consolidates categorical community development monies into block grants, such as the Community Development Block Grant (CDBG); CDBG and other funds can be used for preservation
1976	Mining in the National Parks Act	Requires ACHP consultation to protect NHLs threatened by surface mining
	Public Buildings Cooperative Use Act (PBCUA)	GSA should acquire space in historic properties unless such space is not feasible and prudent
	Tax Act	Allows accelerated depreciation for rehabilitation; assesses tax penalties for demolition of historic properties. (The latter were rescinded and the former was superseded by 1981 ERTA and 1986 TRA.)
1977	Surface Mining Control and Reclamation Act	Guards against adverse impacts to historic resources in surface mining
1978	Executive Order 12072	Underscores policies set forth in PBCUA and directs federal agencies to give first consideration in their space needs to CBD locations
	American Indian Religious Freedom Act (AIRFA)	Guarantees access of Native Americans to sacred places

1978, 1980, 1986	Tax/Revenue Acts	Permits income and estate tax deductions for donation of conservation easements; income tax benefits for property rehabilitation
1979	Archaeological Resources Protection Act (ARPA)	Protects archaeological resources on federal/Native American lands; permit system for archaeological excavation on federal` lands; prohibits trafficking in archaeological resources (from public/private lands)
1980	NHPA Amendments	Codifies Ex. Order 11593, "grandfathers" NHLs, requires owner consent for National Register Listing, establishes certified local governments (CLGs), etc.
1981	Economic Recovery Tax Act (ERTA)	Establishes tax credits for historic preservation/commercial rehabilitation
1986	Tax Reform Act (TRA)	Reduces/limits tax credits for historic preservation/commercial rehabilitation, establishes low-income housing tax credit (LIHTC)
1987	Abandoned Shipwreck Act	Gives states titles to shipwrecks (supersedes admiralty)
1990	Americans with Disabilities Act (ADA)	Mandates accessibility to disabled
	Native American Graves Protection (NAGP)	Consultation with Native Americans about excavation of graves; repatriation of remains in museums, etc.
1991	Intermodal Service Transportation Efficiency Act (ISTEA)	Encourages "intermodalism"; "Transportation Enhancement (TE) Activity funds can be used for historic preservation improvements
	Legacy Resources Management Program	Dept. of Defense should enhance its cultural and natural resource stewardship
1992	NHPA Amendments	Enhances roles of Indian tribes in 106 process; penalizes "anticipatory demolition" by federal agencies; mandates greater federal agency stewardship of their historic properties, etc.
1996	ACHP revised 106 regulations	Streamlines and adds greater flexibility to 106 review
1996	Executive Order 13006	Locate federal facilities in established urban areas, with first consideration to historic properties
1996	Executive Order 13007	Avoid adversely affecting and accommodate access to Indian sacred sites
1998	Transportation Equity Act for the 21st Century (TEA-21)	Encourages intermodalism and funds TE Activities (see ISTEA, 1991)
2003	Executive Order 13287	Protection, enhancement and contemporary use of historic properties owned by the Federal government
2005	Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU)	Encourages intermodalism and funds TE Activities (see ISTEA, 1991)
2006	Sections 1213 and 1219 of Public Law 109-280	Provides new incentives and safeguards for the Federal Historic Preservation Tax Incentive Program (easements)

Sources: Rutgers University and National Trust for Historic Preservation
(http://www.preservationnation.org/resources/legal-resources/easements/easement-reforms.html)

CHAPTER 2

WHO LIVES ALONG THE ROUTE? A RECONNAISSANCE GIS-CENSUS ANALYSIS OF ROUTE 66

INTRODUCTION

The Challenge of Describing a Broad Historic and Cultural Corridor

As mentioned in chapter one, the concept of an historic or culturally significant "place" has evolved over time from the identification of distinct "points" to a much broader and varied geography. Examples of classic point-defined historic resources include Independence Hall and the Society Hill neighborhood in Philadelphia, Pennsylvania; or Parish Bruton Church and the Colonial Capital of Williamsburg, Virginia; or Trinity Church and Greenwich Village in New York City. In contrast, are more geographically amorphous, yet culturally and historically linked spaces, such as the trail of "safe houses" used in the Underground Railroad before the Civil War, or the corridor of black congregation churches that figured prominently in the Civil Rights era of the 1960s, or the nearly thousand mile "Trail of Tears" that marks the path of the infamous Native American relocation movement of the mid-1800s.

While there is no question that historic preservation is enriched by a more encompassing scope of culturally linked geography as opposed to the classic set point, that expansion of space poses a problem in not only defining what the broader space is, but also in creating a database that describes it. For example, one can readily describe the socioeconomic characteristics of a Williamsburg, Virginia or Society Hill neighborhood from census data because census city and block information already conform to the boundaries of those places, or can be readily adjusted to do so. In contrast, the task of describing the socioeconomic characteristics of the Underground Railroad or the Civil Rights-era church corridors or the "Trail of Tears" is challenged by the fact that the census information does not readily overlay on that corridor geography.

Route 66 exemplifies the broader corridor geography writ large as it is 2,400 miles long and passes through eight states. At an earlier point in time with respect to the historic preservation mindset, the focus would have been on iconic set points along the Mother Road, such as the towns of Arcadia and Stroud in Oklahoma, which contain respectively, the Round Barn and the Rock Café. It is easy to describe the socioeconomic characteristics of these two places from census data on minor civil divisions. While focusing on set places along Route 66, such as Arcadia and Stroud, is informative, in today's more holistic preservation mindset there is recognition that one must look at the entire Route 66 as an historic and cultural landscape. That macro thinking underlies the creation by the National Park Service (NPS) of the Route 66 Corridor Preservation Program (and other NPS Corridor initiatives).

Geographic Information Systems and Census Analysis for Route 66

But how does one study a 2,400 mile "place" that does not nicely conform to the geographic boundaries of our existing data bases, such as the census? One answer for Route 66 (and other broadly defined historic and cultural landscapes) is through the intermediary tool of Geography Information Systems (GIS). As defined by the Sci-Tech Encyclopedia, GIS comprises:

> …computer-based technologies for the storage, manipulation and analysis of geographically referenced information. Attribute and spatial information is integrated in… GIS through the notion of a data layer, which is returned in two basic data models, raster and vector. A geographic information system differs from other computerized information systems in two major respects. First, the information in this type of system is geographically referenced (geocoded). Second, a geographic information system has considerable capabilities for data analysis and scientific modeling….[140]

In short, if Route 66 (and other broadly linked historic and cultural spaces) does not conform to the geography of existing fundamental data bases, such as the census, then one can map Route 66 (and sister historic-cultural geographies) in GIS form, and once having done so, can geo-spatially link our resource of interest to many data systems, such as the census.

That is exactly what was accomplished in the current study. A Route 66 GIS highway (or "line") dataset was assembled from many sources. For example, state departments of transportation in the eight Route 66 states already had mapped all or most of Route 66 within their boundaries in GIS form as part of their ongoing traffic and highway analyses and we "connected" this state-by-state data (a more technical description follows in this chapter). Once having defined Route 66 in GIS "line" form (see Figure 2.1), the next step was to designate a study area around the Mother Road. After consultation by Rutgers with the NPS and a panel of Route 66 experts, that study geography was defined as the area within one mile distance of Route 66. The study area termed the "Route 66 Corridor" was then connected to the boundaries of existing census tracts. All census tracts that were completely or partially in the Route 66 Corridor (i.e. the area within one mile distance of the Mother Route) were identified. There were a total of 1,206 such census tracts.

Data Components and Presentation

This chapter describes the attributes of those 1,206 census tracts from the 2000 census (the latest available census release) in order to develop for the first time the socioeconomic and housing profile of "Who Lives along the Route." Information is presented according to the following organization:

- Demographic Data Profile
- Overall population
- Race
- Ethnicity

[140] *McGraw-Hill Encyclopedia of Science and Technology*, 5th Edition, The McGraw Hill Companies, Inc. , 2009.

- Gender and age
- Marital status
- Household size
- Educational attainment
- Economic Data Profile
- Income and poverty
- Occupation
- Housing Data Profile
- Occupancy tenure and age
- Housing condition
- Cost, value, and financial burden

This information is shown in 12 tables organized as indicated above. For efficient reference, all 12 tables (and others) are assembled together in a "Table Compendium" section at the end of this chapter. Thus, Table 1, Part A, displays the overall population while Table 2, Part B quantifies racial information[141]. All of the tables show the various socioeconomic data for the census tracts whose boundaries intersect the "Route 66 Corridor" (i.e. area within one mile distance of Route 66). This census-based Mother Road information is shown for both the *entire Route 66 Corridor*, as well as for *state-by-state portions of the Corridor for the eight Route 66 states*. To highlight the Route 66 Corridor-based information, all census data for the Mother Road (both eight state aggregate and individually by state segment) are shown in shaded form in all of the tables.

To provide context for the Route 66 Corridor census socioeconomic and housing information, we provide parallel data for the entire population and housing stock of the eight Route 66 states (both aggregated for the eight and shown separately for each state) as well as for the entire United States. For example, Table 1 (I: Demographic Data Profile—Part A, Overall Population) shows that 5,479,132 persons live in the Route 66 Corridor in all eight states (as of 2000) and that 190,635 of that total reside in the Route 66 Corridor in Arizona. Since all the information noted in the above sentence is for the Mother Road, that data in the table is shown in shaded form. Table 1 (I. Demographic Data Profile—Part A, Overall Population) also tells us that the eight Route 66 states as a group (not just the Route 66 Corridor) contain a population of 85,826,722 (with Arizona having 5,130,632 persons) and that the total United States population at that time (2000) was 281,421, 906. The information in the above sentence is *not* shown in shaded form in the table because it does *not* pertain to the Route 66 Corridor.

[141] Both are components of Table I—Demographic Data Profile

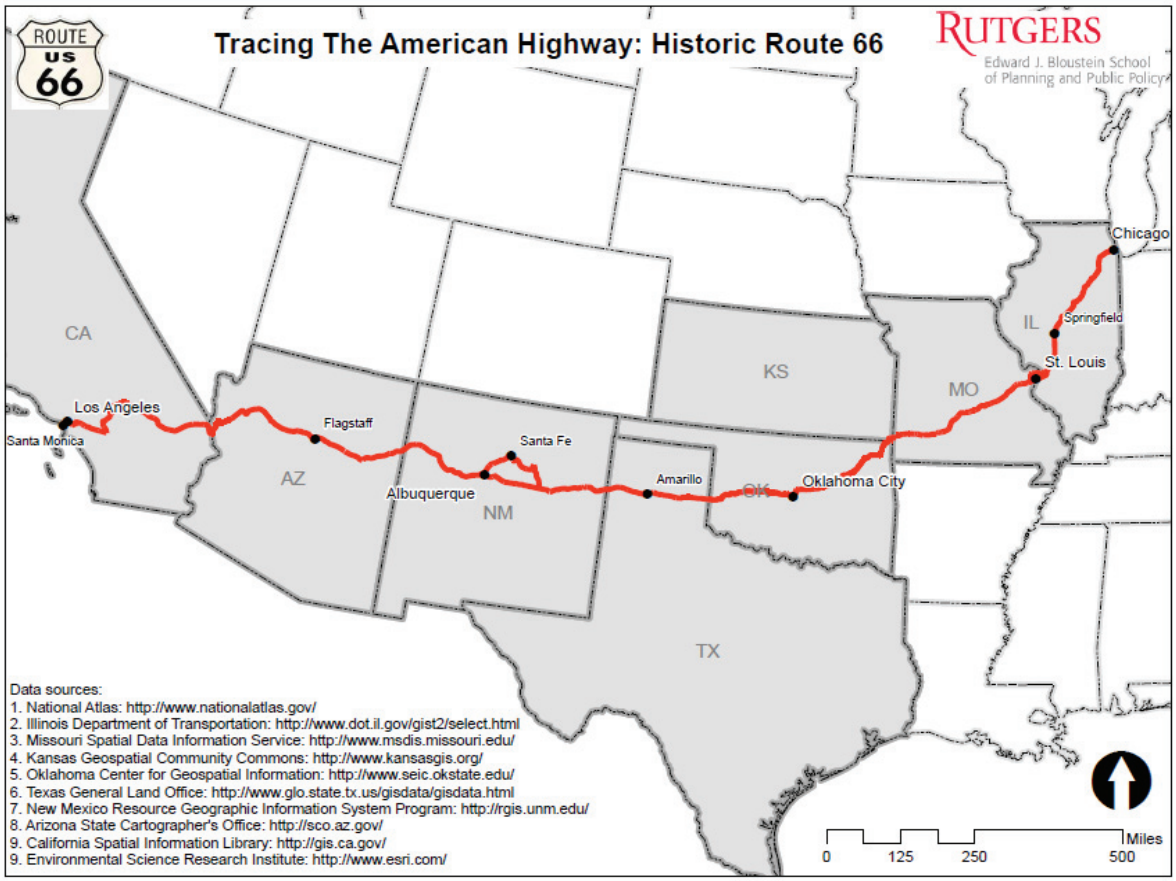


Figure 2.1: Route 66 GIS Line Map

We will shortly present our findings regarding "Who Lives Along the Route," first in summary form (for the general reader) and then in greater detail (for readers interested in that more complete information). Before beginning this presentation, however, we stress that out analysis is a first-time reconnaissance of what we believe will be a multi-year and more in-depth subject of inquiry over the years to come, starting with updating the analysis with the 2010 census data when that is released (about 2012). We and others can build on this reconnaissance work because once Route 66 has been mapped in GIS form (Figure 2.1), that opens the possibility of linking the Mother Road to an abundance of rich economic geological, environmental, traffic, tourist and much other information—a point we return to later in this chapter.

SUMMARY OF FINDINGS: WHO LIVES ALONG THE ROUTE

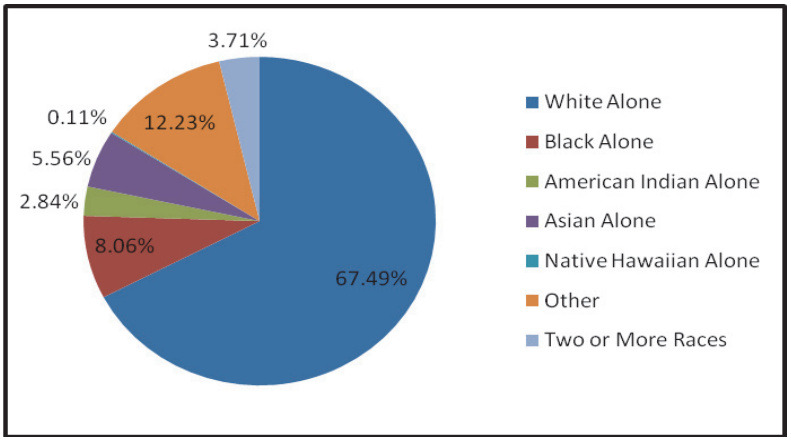
Population and Demographic Profile as of 2000

The Route 66 Corridor has a significant population of about 5.479 million persons (for perspective, a population equivalent to those of each Arizona and Minnesota or almost twice Chicago's population).

Of the 5.479 million Route 66 Corridor population, the largest number of persons are found along the Mother Road in three of the eight Route 66 states (CA–2.143 million, IL–1.012 million and MO–0.932 million); followed by four other states with sizeable Route 66 Corridor populations (OK–.552 million, NM–.492 million, AZ–.191 million and TX–.144 million); and finally Kansas, with both a low Route 66 Corridor population (.01 million) and minuscule share of the roadway's length (.04%).

The 5.479 million Route 66 Corridor population is racially heterogeneous. Using census racial group terminology, the persons in this Corridor are: 68% white alone, 8% black alone, 6% Asian alone, 3% American Indian (AI) alone, and 16% "other"/"two races or more." (See Figure 2.2 for full racial detail.)

Figure 2.2: Race of People Living Along Route 66



Data Source: U.S. Census Bureau – 2000 Census.

The Route 66 Corridor's racial mix resembles that of the entire population of the eight Route 66 states (e.g. 69% white, 9% black and 1% AI). While both the Route 66 Corridor and the United States as a whole are racially heterogeneous, the former compared to the latter has relatively fewer both whites (Corridor–68%; U.S.–75%) and blacks (Corridor–8%; U.S.–12%) and the Route 66 Corridor compared to the nation has a relatively higher representation of American Indians (3% versus 1%) and "other" and "two races or more" (16% versus 8%).

About 1.342 million persons, or one quarter (25%) of the total Route 66 Corridor population is Hispanic. That is identical to the Hispanic representation (25%) among the total population of the eight Route 66 states, but is approximately double the Hispanic share (13%) of the total United States population as of 2000.

About 4.773 million persons or almost nine-tenths (87%) of the total Route 66 Corridor population is classified by the census as residing in an "urban[142]" area (as opposed to "rural[143]")—a step above the share of the total United States population (79%) that is urban, but resembling the urban share (86%) of the total eight Route 66 state population.

The population density of the Route 66 Corridor, about 64 persons per square mile, is less than both the average density (80 persons per square mile) for the nation's population and for the total population of the eight Route 66 states (91 persons per square mile).

The median age in years of the Route 66 Corridor population is 34.9, or a "middle age." About one third (29%) of this population is under 20 years of age and about one-seventh (15%) is over 60. This age distribution resembles that of both the total United States population and the eight Route 66 state total populations.

There is tremendous demographic diversity within the Route 66 Corridor. Variations among the population in the eight states traversed by the Mother Road are illustrative. Whereas about 15% of the population in the Route 66 Corridor in Arizona and New Mexico is American Indian (for the entire Corridor it is 3%), this group's share of the Route 66 population is less than 1% in California, Illinois, Kansas, Missouri and Texas (see Figure 2.3 and Table 2, Part B for details). The Hispanic presence in the Route 66 Corridor population is relatively high in such state segments as New Mexico (42%), California and Texas (both 32%) and Arizona (25%), and is relatively low (under 10%) in Kansas, Missouri and Oklahoma (see Figure 2.4 and Table 2, Part B for details). The percentage of the Route 66 Corridor population that is urban ranges from a low of 59% in Kansas to a high of 98% in California. As against an overall Route 66 Corridor population density of 64 persons per square mile, the Mother Road population densities are quite low in Arizona, Texas and New Mexico (7, 21 and 22 persons per square mile respectively) and are orders of magnitude higher in Illinois, Missouri and California (268, 180, and 138 persons per square mile respectively).

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[142] For Census 2000, the Census Bureau classifies as "urban" all territory, population and housing units located within an urbanized area (UA) or an urban cluster (UC). It delineates UA and UC boundaries to encompass densely settled territory, which consists of: 1) core census block groups or blocks that have a population density of at least 1,000 people per square mile, and 2) surrounding census blocks that have an overall density of at least 500 people per square mile. In addition, under certain conditions, less densely settled territory may be a part of each UA or UC. Source: www.census.gov/geo/www/ua/ua_2k.html

[143] The Census Bureau's classification of "rural" consist of all territory, population and housing units located outside of UAs and UCs. The rural component contains both place and nonplace territory. Geographic entities, such as census tracts, counties, metropolitan areas, and the territory outside metropolitan areas, often are "split" between urban and rural territory, and the population and housing units they contain often are partly classified as urban and partly classified as rural. Source: www.census.gov/geo/www/ua/ua_2k.html

Figure 2.3: Percentage of American Indian and Alaska Native Map

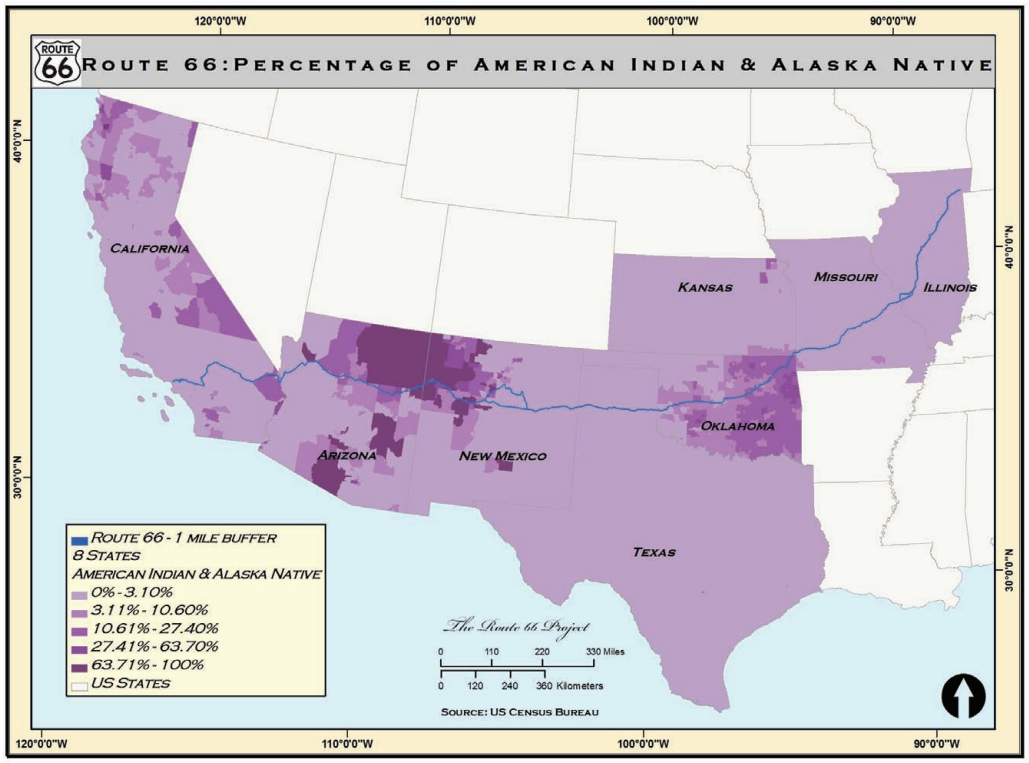
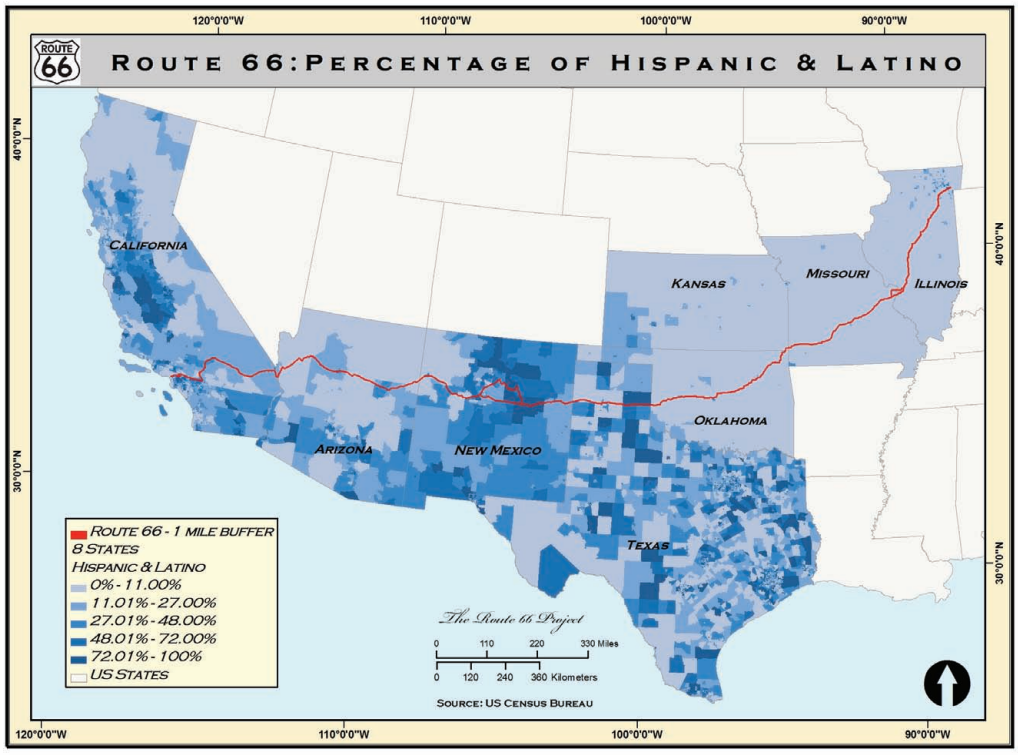


Figure 2.4: Percentage of Hispanic and Latino Map



ROUTE 66 CORRIDOR: ECONOMIC AND HOUSING PROFILE (AS OF 2000)

There are about 2.039 million households in the Route 66 Corridor. Their median income is $40,760 (close to the national median household income of $41,994 in 2000 and similar to the eight Route 66 state household median income of $40,082) with a range along the Route 66 Corridor from a median household income of about $44,000 in both Illinois and California versus about $32,000 in both Kansas and Arizona.

The aggregate income of all the households in the Route 66 Corridor amounts to a significant $112 billion.

There are definite economic challenges confronting the Route 66 Corridor population. About 820,000 persons, slightly more than one seventh (15%) of the population, earned an income under the official-designated poverty level and almost 200,000 persons, or about 7% of the civilian labor force, was unemployed. These poverty and unemployment figures as of 2000 (as is all the data in this section) exceeded the nation's incidence of poverty (12%) and unemployment rate (6%) at that time.

There are approximately 2.220 million housing units in the Route 66 Corridor. Almost 0.182 million of these (8%) are vacant, similar to the vacancy share in both the eight Route 66 states and the entire nation. The age of the Corridor housing stock (1964 median year structure built) is older than the national average (1971 median year structure built) and a lower share of the Corridor's homes (58%) are owner-occupied as opposed to the national homeownership level (about two-thirds as of 2000). While few of the Route 66 Corridor's housing units are physically inadequate (e.g. "lack complete plumbing"), some owner households (17%) and yet more renter households (32%) are experiencing difficulty in meeting housing costs—a situation paralleled throughout the nation as well.

The above data points to both challenges and opportunities for the Mother Road. Challenges include a not insignificant share of poverty, unemployment, housing cost burdens, and the hard task with what to do with almost 200,000 (182,000) empty housing units. Yet there is much opportunity. The $112 billion in aggregate household income translates into about $80 billion of household consumption (e.g., for food, housing, clothing, transportation, and healthcare) and capturing more of those billions on or near the Mother Road would be of great economic benefit (a subject discussed later in this chapter). The census analysis also points to the need to better synthesize celebration of the Mother Road with the history and culture of Hispanics and American Indians as these two groups comprise not insignificant shares of the Route 66 Corridor population west of the Mississippi (Figures 2.3 and 2.4 and Table 2).

This summary of "Who Lives Along the Route" is now followed by a much more detailed analysis for readers interested in this more comprehensive coverage. We first describe in greater detail the GIS analysis that was conducted to "map" the Route. This is followed by a detailed descrip-

tion of the tabular results, with this discussion keyed to each table. We also identify the population group in each table as that group varies. For example, following census convention, marital status is derived for persons 15 years and older, while educational attainment is indicated for persons 25 years and older. We conclude our discussion with consideration of potential enhancements to, and modification of, our baseline GIS-census analysis.

METADATA OF ROUTE 66 GIS LINE DATASET AND ROUTE 66 CORRIDOR

Introduction and Route 66 Line Dataset

The Route 66 line dataset was stitched together mainly by using the state highway/road datasets obtained from the Departments of Transportation of the eight states that Route 66 runs through. Each state highway/road dataset contain all the major road segments (shape) as well as their "official" name (label) in the attribute table for the Route 66 GIS line dataset. We first select all the segments that are labeled as "Route 66" in the state files as our first group of candidates for the Route 66 GIS line dataset. For those road segments not labeled in the state files as "Route 66", we use an online Route 66 reference[144] that contains turn-by-turn instructions for Route 66. Other references were consulted, such as the *National Atlas* and several Web Map Services (WMS) of place name, aerial photo, and national transportation networks of the United States provided by ESRI ArcGIS Online Map Services. There are a total of more than 2,600 road segments which we indentified from the aforementioned sources, that when combined constitute the "Route 66" line dataset created for this study (Figure 2.1).

Definition of "Route 66 Corridor"

In order to construct a profile of people who live or work along Route 66, we first need to define an artificial "neighborhood" boundary for the purpose of the research. Our operational definition of a "Route 66 Corridor" is the area within one mile distance of Route 66. To create a GIS dataset that defines the Route 66 Corridor, we generated a one-mile buffer polygon around the Route 66 line dataset (described above). This buffer polygon then becomes the digitized version of our study area in GIS as well as our intermediate dataset to further define the boundaries of other geographic datasets.

Identifying Census Tracts and Zip Codes Within the Route 66 Corridor

The boundaries of the one mile buffer zone described above do not necessarily conform to the administrative boundaries of other datasets we used in this study, such as census. Therefore, we took a step further by constructing different study zones for different type of datasets. For the decennial census, we overlay the Route 66 line dataset with the census tract polygon datasets and select those census tracts that "intersect" the Route 66 Corridor polygon. This selection includes census tracts that are completely within or partially within the buffer polygon. As a result, the full geographic extent of these selected tracts may be slightly larger than the one-mile buffer area. This same technique was employed to define the Route 66 Zip codes within the Route 66

[144] Historic Route 66 Website: http://www.historic66.com/description/

Corridor by selecting all the Zip code polygons that intersect with our study area Route 66 Corridor polygon.

Potential Source of Errors

People may have an aggrandized perception about the accuracy GIS data since they are "digitized". In fact, the level of accuracy highly depends on the quality of the data source and the types of GIS analysis involved in the process. Here we highlight two potential sources of errors that may present in our research:

First is the spatial error. The various GIS datasets we use in this research were created at different scales and with different level of positional accuracy. Therefore, we must acknowledge that potential spatial errors may produce in the process of data integration due to the difference in measurements of location. For instance, census data is created at the scale of 1:100,000 and uses coordinates defined by the North American Datum, 1983[145]. In contrast, state highway/road datasets are created at a finer scale using local coordinate systems. This discordance can create some errors in the map space.

The second source of error is linked to the accuracy of the Route 66 line dataset we created for this research. The state highway/road datasets and other sources used to identify the Mother Road may contain unknown attribute errors (e.g. wrong labeling). As there is far from consensus on the exact segments of historic Route 66, and these segments changed over time, these conditions heighten the "wrong labeling" problem.

We acknowledge these possible sources of errors in our GIS analysis, but we believe these errors should not materially jeopardize our research for two reasons: The one-mile distance we use to construct our "Route 66 Corridor" is simply an operational definition rather than an actual measurement to define the Route 66 communities. Therefore the positional errors will not be an issue. Second, our research is mostly interested in looking at Route 66 at the national or state level to provide a general social-economic profile of the places nearby the Mother Road. The aforementioned potential errors would be graver concerns if we focused on micro portions of Route 66—which is not the case in the current investigation.

[145] U.S. Census Bureau, Census 2000 TIGER/Line metadata. http://www.census.gov/geo/www/tlmetadata/tl2kmeta.txt

DEMOGRAPHIC DATA PROFILE

A. Overall Population (See Table 1 in chapter table compendium)

1. Total Population

In total, 5.48 million people live along the Route 66 Corridor, just over the total population in the state of Arizona (5.13 million) or Minnesota (5.25 million). The 5.48 million Route 66 Corridor population is further equivalent to almost double the population of Chicago—2.90 million— and one and half times the population of Los Angeles – 3.7 million. The majority of the people along the Route 66 Corridor are living in the segments of the Mother Road in California (2.14 million), Illinois (1.01 million) and Missouri (0.93 million). Since only about 0.4% of Route 66 passes through Kansas, this state has the lowest proportion of population (12,771 persons) who are living along the Route 66 Corridor.

2. Urban[146] Population

Roughly 9 out of 10 (87%) of the inhabitants along the Route 66 Corridor live in urban areas. However, urban inhabitants are not evenly distributed along Route 66. The urban population of the Route 66 Corridor inhabitants ranges among the eight Route 66 states, from California (98% urban population) to Kansas (59% urban population). Compared to the nation as a whole (79% urban), the Route 66 Corridor is more urbanized; however, the share of the Route 66 population that is urban (87%) is almost identical to the urban share (86%) of the total population in the eight Route 66 states.

3. Rural Population

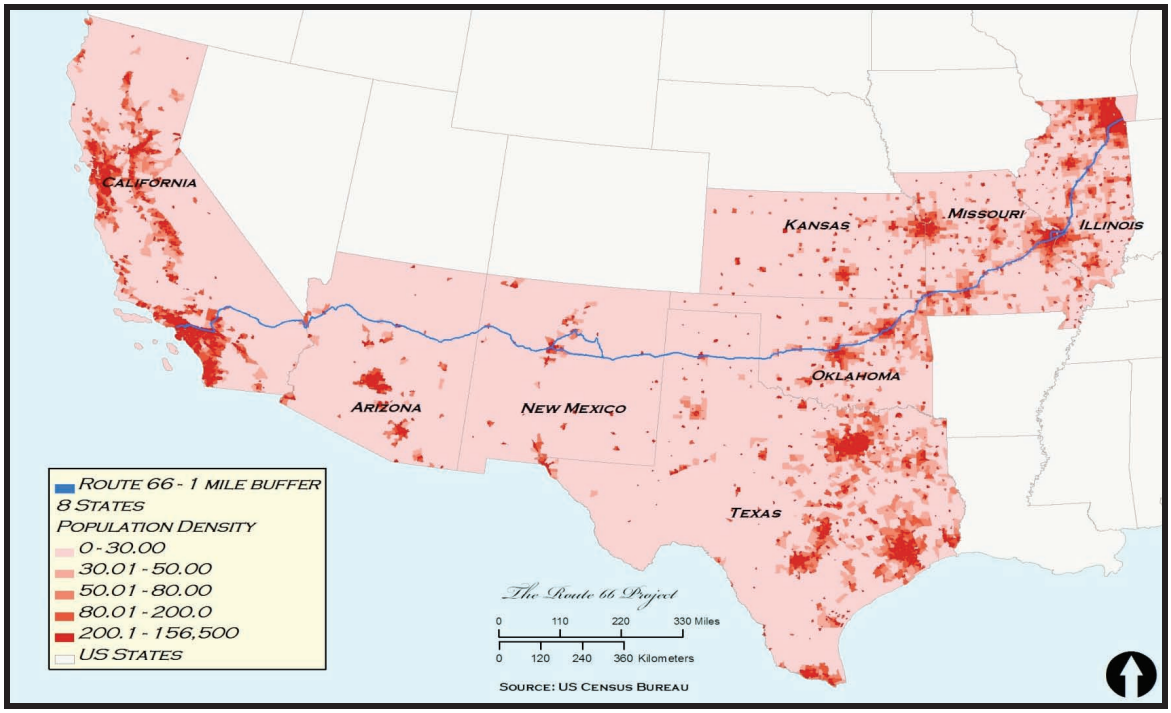
Kansas (41%) and Arizona (39%) have the largest proportion of people living in rural areas along the Route 66 Corridor while California and Illinois have the lowest rural percentages in this Corridor (2% and 11% respectively) The share of the total Route 66 Corridor population that is rural (13%) is similar to that of the total population in the eight Route 66 states (14%), but is lower than the national rural population share (21%).

4. Population Density:

Population density is conventionally measured by the number of person per square mile. The population density of the entire Route 66 Corridor (64) is lower than the density for both the United States total population (80) and the density for the total eight state Route 66 population (91). There are tremendous differences in the density within the Route 66 Corridor from a high in Illinois (268) to a low in Arizona (7). The density gradient along the Route 66 Corridor is graphically shown in Figure 2.5. Also of note are the densities so the Route 66 Corridor by state compared to the overall densities of the total population in each state. In Illinois, Kansas, Missouri, New Mexico, and Oklahoma, the former exceeds the latter, while the opposite is the case in Arizona and California (see Table 1 for details).

[146] See footnote 142 for Census definition of "urban" and footnote 143 for Census definition of "rural".

Figure 2.5: Population Density Along Route 66



B. Race (See Table 2 in chapter table compendium)

In the Census 2000, race was asked in more ways that it had been previously. A large number of racial groups were indicated (e.g. "white alone" and "black alone"), and most importantly, respondents were given the option of selecting one or more race categories to indicate their racial identities.

1. White Alone

The majority of the people along the Route 66 Corridor are white (67.5%), which is similar to the white majority of the total population in the eight Route 66 states as a whole (69%), but is less that the white share of the total national population (75%). Within the Route 66 Corridor, the segments in Kansas and Missouri have the highest white population presence (90% and 82% respectively); with the lowest white share is in the California and New Mexico segments (55% and 65% respectively).

2. Black Alone

Only 8% of the population in the Route 66 Corridor is black—about the same black representation of the total population of the eight Route 66 states (9%), yet less than the black racial share of all persons in the United States (12%). Within the Route 66 Corridor, the highest black representation is found in the Missouri (14%) and Illinois (10%) segments and the lowest in the Kansas (1%) and New Mexico segments (2%).

3. American Indian Alone (and Alaska Native)

About 3 in 100 (2.8%) of the population along the Route 66 Corridor is American Indian, surpassing the percentages of the eight states as a whole (1.4%) and in the nation as a whole (0.9%). Within the Route 66 Corridor, the Arizona (17%) and New Mexico (12%) segments have the largest percentages of American Indians while in four state segments (CA, IL, TX, and MS), the American Indian share of the population along the Mother Road is less than one percent (See Figure 2.3: Percentage of American Indian Map).

4. Asian Alone

Roughly 6% of the population in the Route 66 Corridor is Asian, the same as that for the entire eight-state Route 66 state population (6% Asian), yet higher than the national representation (4%) of this racial group. Within the Route 66 Corridor, the California segment has the highest Asian presence in the population (11%), followed by Illinois with four percent. The other six state segments (AZ, KS, MS, NM, OK, and TX) have a 2 percent or less Asian share.

5. Native Hawaiian (and other Pacific Islander) Alone

There are very few Native Hawaiian people living along the Route 66 Corridor (0.11% of the Corridor population), among which about 71% of them live in California.

6. Other

In Census 2000, "Other" includes all other responses not included in the "White," "Black" or "African American," "American Indian and Alaska Native," "Asian and "Native Hawaiian and Other Pacific Islander" race categories. Other than the "White" category, the "Other" racial group has the largest population proportion (12.2%) in the Route 66 Corridor, about the same incidence (11.6%) as that found among the entire eight state Route 66 population, but much higher than the "Other" racial group share of the entire United States population (5.5%). Within the Route 66 Corridor, the California (20.3%) and New Mexico (16.1%) state segments have the highest shares of the "Other" racial category.

7. Two or More Races

Since the 2000 Census, the "Two or More Races" category has been included in order to reflect the mixed racial characteristic of the United States. Of the total Route 66 Corridor population, 3.7% are found in the "Two or More Races" category and most of our comments stated above with respect to the "Other" racial group apply here as well (e.g., the "Two or More" racial representation among the entire Route 66 Corridor population exceeds that of the nation, with the California segment leading the way.

C. Ethnicity (see Table 2 in chapter table compendium)

1. Hispanic:

One quarter (24.5%) of the population living along the Route 66 Corridor is Hispanic, the same Hispanic presence (25.3%) as that found among the entire population of the eight Route 66

states, but double the Hispanic share (12.6%) of the total United States population as of 2000. Within the state segments of the Route 66 Corridor, New Mexico and California have the largest proportions of Hispanic population, 42% and 39%, respectively, while Kansas (1.4%) and Missouri (1.9%) have the lowest proportions of people of Hispanic ethnicity. In the Arizona segment of the Route 66 Corridor, 12% of the population living along the Mother Road has declared Hispanic ethnicity, which is half the Hispanic share (25%) of the total Arizona state population. Illinois has approximately 20% of the population along the Route 66 Corridor as Hispanic, which is much greater than the Hispanic presence of the total Illinois state population (12%). (See Table 2 for details)

D. Gender and Age (See Table 3 in chapter table compendium)

1. Gender:

Not surprisingly, half of the people living along the route are male and the other half are female.

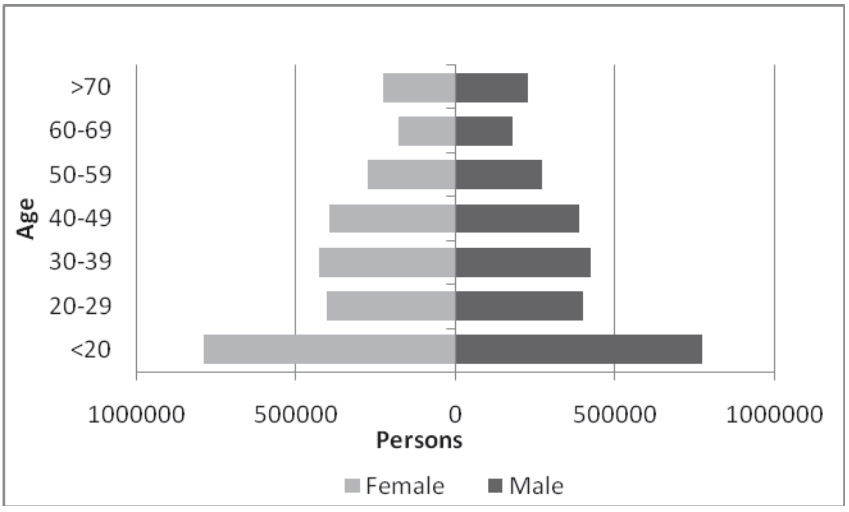
2. Median Age

The median age of population living along Route 66 is 34.9. It is about the same compared to the median age (34.5) of the total population in the eight Route 66 states (34.5) and the median age (35.3) for the nation as a whole.

3. Age from Under 20 to Over 60

Approximately three tenths (29%) of all persons living along the Route 66 Corridor are under 20 years of age, which is comparable to the eight states as a whole (30%) and the entire nation (28.6%). Roughly one-seventh (15%) of the population in the Route 66 Corridor is over 60 years old, which is similar to the percentage of the eight states (15%) the entire nation (16%). Among the state segments of the Route 66 Corridor, Kansas, Missouri, and Oklahoma have almost one-fifth of their Mother Road populations over the age of 60 years. (See Figure 2.6 and Table 3)

Figure 2.6: Age and Gender of People Living Along Route 66



Data Source: U.S. Census Bureau – 2000 Census.

E. Marital Status (See Table 4 in chapter table compendium)

1. Total Population 15 Years and Over

The total population used to calculate the percentage of each marital status category is the population of 15 years old and over (i.e., 4,280,776 such age-specified persons in the Route 66 Corridor).

2. Never Married

About three-in-ten (30.2%) of the people (15 years and over) living along the route have never married, about the same as the never married share for the population of all eight Route 66 states (27.7%) and for the entire nation (27.1%). Among the state segments of the Route 66 Corridor, California (35.2%) has the largest number of people who have never married, while Kansas (18.4%) has the least.

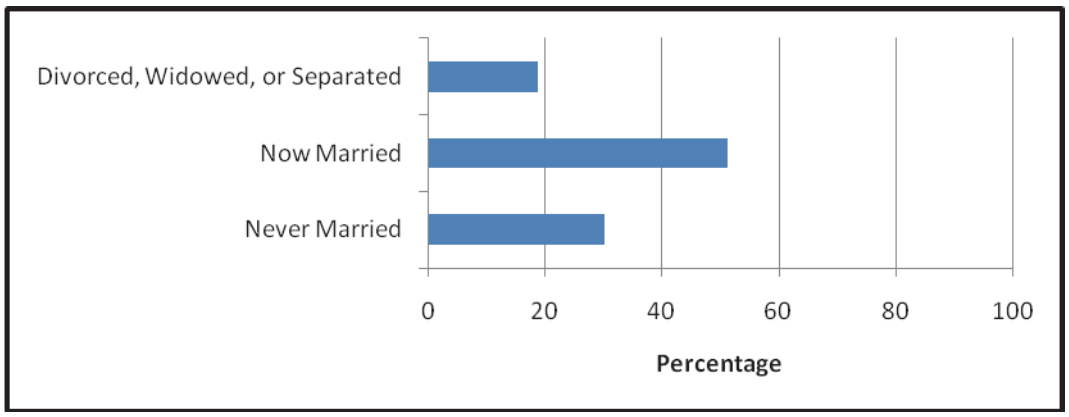
3. Now Married

Slightly more than half (51.2%) of the inhabitants along the Route 66 Corridor are currently married, just slightly below the currently married share for the total population of the eight Route 66 states (54.3%) and for the nation (54.4%). The California segment of the Route 66 Corridor has the lowest currently married share (46.9%), while Texas has the highest share (59.4%).

4. Divorced, Widowed or Separated

Just under 1 out of 5 people (18.8%) living along the Route 66 Corridor are divorced, widowed, or separated, which is about the same compared to the eight states as a whole (18.0%) and the entire nation (18.5%) as well (see Figure 2.7 and Table 4).

Figure 2.7: Marital Status of People Living Along Route 66



Data Source: U.S. Census Bureau – 2000 Census.

F. Household Size (See Table 5 in chapter table compendium)

1. Total Households

The total number of households used to calculate the percentages in this section is equal to the number of households who responded to the Census queries on household size. That figure is 2,038,128 households for the entire Route 66 Corridor.

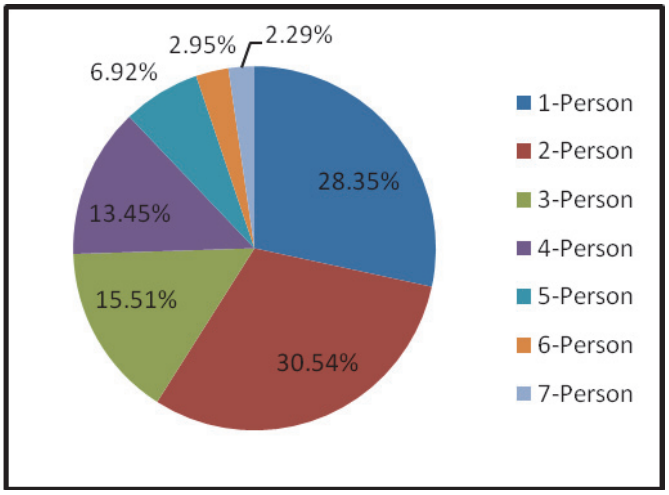
2. Average Household Size

Average household size along the Route 66 Corridor is about 2.6 persons, with small variations among the eight states. The Route 66 Corridor average household size (2.6) resembles the average for the total population of the eight Route 66 states (2.7) and for the nation (2.6).

3. Highlights of Household Size

The census-specified household size has seven detail categories: 1-person, 2-person, 3-person, 4-person, 5-person, 6-person, and 7-person or more. The most typical households living along the Route 66 Corridor contain 2 to 3 members, with relatively few households having 5 or more members (Figure 2.8). This resembles the household size distribution for the entire nation and the eight Route 66 state populations.

Figure 2.8: Household Size of People Living Along Route 66



Data Source: U.S. Census Bureau – 2000 Census.

G. Educational Attainment *(*See Table 6 in chapter table compendium)

1. Total Population 25 Years and Over

The total population used to calculate the percentage of each educational attainment category is the adult population of 25 years old and over (3,493,916 for the entire Route 66 Corridor).

2. High School or Less

Roughly half (47%) of the adults living along the Route 66 Corridor have a high school degree or less education, which is similar to the eight states (46%) and the nation (48%). Among the state segments of the Route 66 Corridor, Kansas (62%) has the largest proportion of people with high school degrees or less, followed by Illinois (52%) and Texas (51%). The lowest percentages for the "high school or less" category (implying a higher educational attainment among the state segments of the Route 66 Corridor) are in California (44.8%) and New Mexico (44.3%).

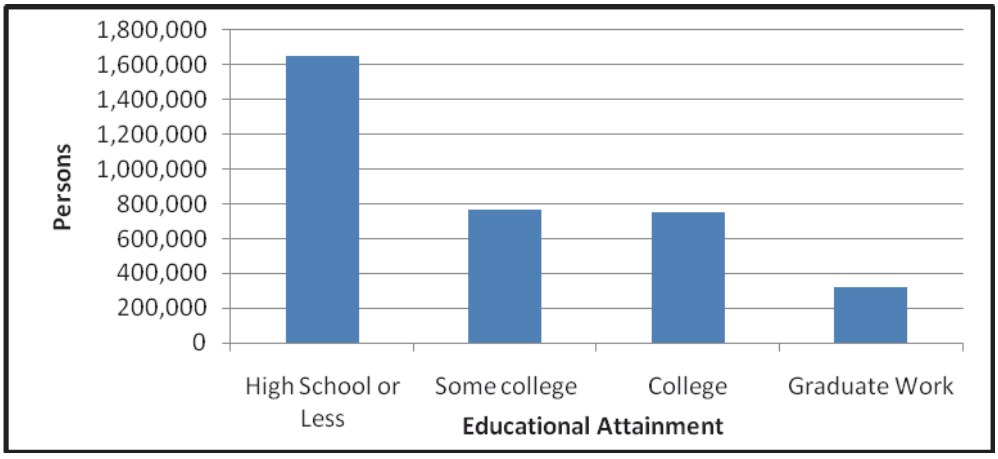
3. and 4. Some College and College

For the adult population of the entire Route 66 Corridor, a similar share (about one-fifth apiece) have either attended college ("Some College") or have finished their undergraduate education ("College")—about the same college attendance/graduation achievement as that realized by the total national and all eight Route 66 state populations (see Table 6 for details).

5. Graduate Work:

Slightly less than one-tenth (9.2%) of the total adult population of the Route 66 Corridor are pursuing Master or higher degrees (Figure 2.9), paralleling that accomplishment at the national and entire eight Route 66 state levels. We noted earlier that the Kansas segment of the Route 66 Corridor had the highest proportion of residents ending their education at the high school level or less and the mirror of that is a relatively low share of Kansas Route 66 Corridor residents with a graduate education (2.7%) or for that matter having finished an undergraduate college program (12.1%). In contrast, is the situation of the California and New Mexico segments of the Route 66 Corridor. We noted earlier that relatively fewer of these two state residents finished their education at the high school level, and conversely they have a higher share of persons finishing undergraduate college/ embarking on graduate studies (see table 6 for details).

Figure 2.9: Educational Attainment for People Living Along Route 66



Data Source: U.S. Census Bureau – 2000 Census.

II. ECONOMIC DATA PROFILE

A. Income and Poverty (See Table 7 in chapter table compendium)

1. Total Households

The total number of households used to calculate the percentages in this section is equal to the number of households responding to the Census queries on income and poverty (2,039,338 for the entire Route 66 Corridor).

2. Median Household Income

The median household income (MHI) for the households along the Route 66 Corridor is $40,760, about the same MHI as that realized by the eight Route 66 states as a whole ($40,082) and the entire nation ($41,994 as of 2000). Among the state segments of the Route 66 Corridor, California maintains the highest MHI at $44,144, similar to its overall state MHI average of $47,493, while the Kansas Route 66 segment has the lowest MHI at $31,023, well below the Kansas overall state MHI average of $40,624.

3., 5., and 7. Mean Household Income (and Median Family Income and Per Capita Income)

The patterns observed above with respect to the median household income (e.g., the overall Corridor earnings resemble that of the nation and total eight Route 66 populations, with the California segment leading and the Kansas segment lagging) applies as well to the mean household income, the median family income, and the per capita income (see table 7 for details).

4. Total Household Income

Total household income is calculated by multiplying the mean household income by the total number of households. The total household income of the Route 66 Corridor population is $112 billion. Having the most households (772,936) with the highest mean household income ($60,769), the California segment of the Route 66 Corridor contains the highest Corridor total household income ($47 billion), following with about $20 billion each in the Illinois and Missouri Route 66 segments.

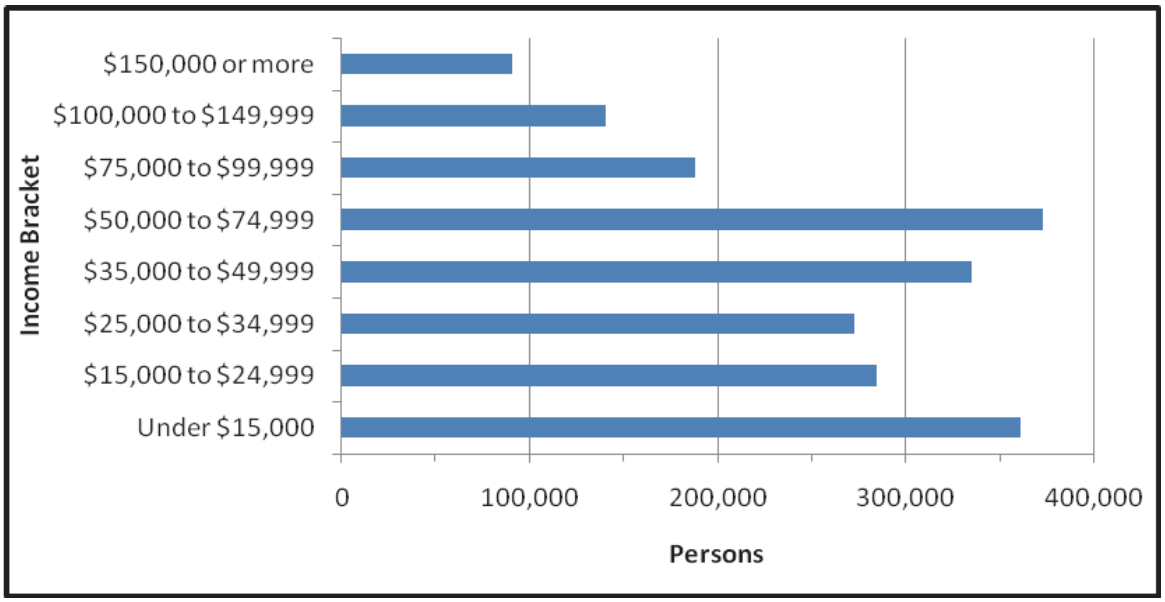
6. Household Income

These are shown by 8 categories: household income under $15,000, $15,000 to $24,999, $25,000 to $34,999, $35,000 to $49,999, $50,000 to $74,999, $75,000 to $99,999, $100,000 to $149,999, and $150,000 or more. Reflecting the United States population as a whole, there is an uneven distribution of affluence as reflected in varying household income (see Figures 2.10 and 2.11). The reader can also mine from Table 7, Section 6 detailed data for various purposes, such as quantifying the number of households in the Route 66 Corridor California segment earning 6 figures or more (109,074).

8. Poverty

Somewhat more than one-seventh (14.9%) of the population living along the Route 66 Corridor earn an income under the official poverty level. This share slightly exceeds the poverty percentage of the total eight Route 66 population (13.8%) and is yet higher than the national poverty rate (12.4%) as of 2000. Among the state Route 66 Corridor segments, California (17.8%) and Arizona (17.5%) have the highest percentage of the population living under the poverty level with Illinois (11.3%) and Missouri (12.3%) having the lowest poverty shares. With the exception of New Mexico and Oklahoma where it is lower and Texas where it is virtually identical, the poverty rate in each state segment of the Route 66 Corridor is higher than the poverty incidence among the total population of each of the eight Route 66 states (See Table 7 for details and Figure 2.12 for overall poverty situation.)

Figure 2.10: Household Income of People Living along Route 66



Data Source: U.S. Census Bureau – 2000 Census.

Figure 2.11: Median Household Income Map

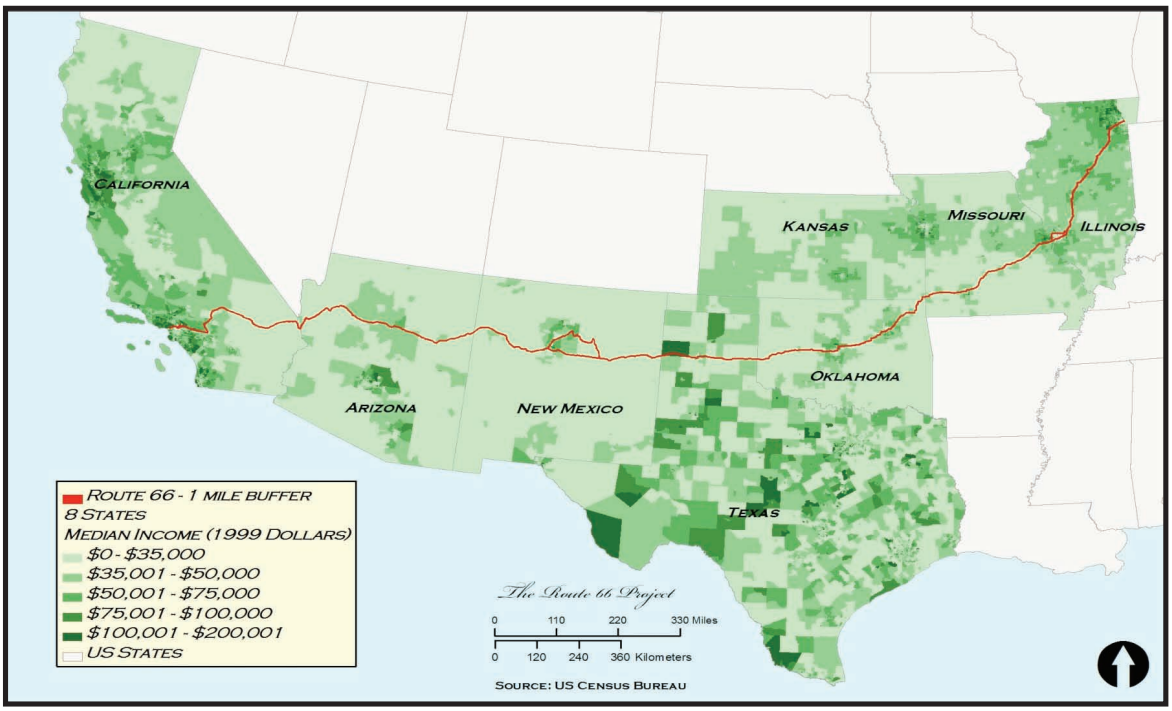
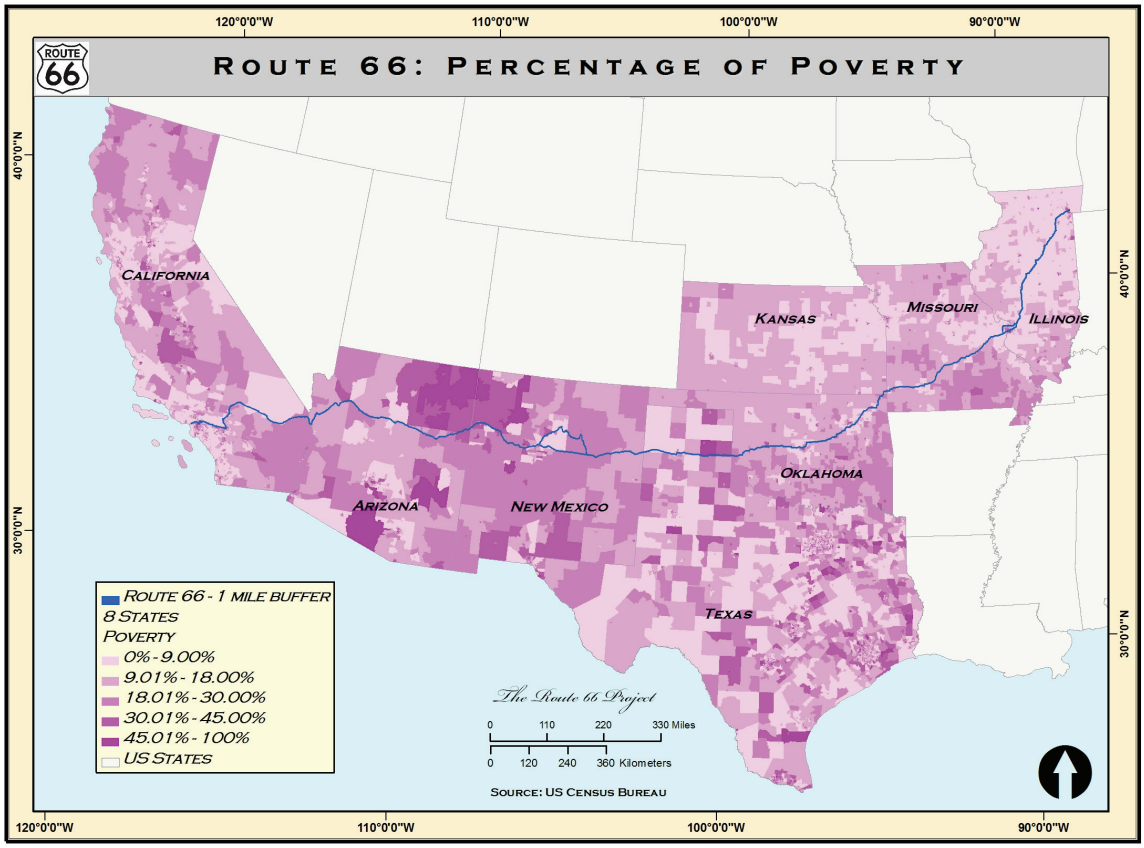


Figure 2.12: Percentage of Poverty Map



B. Employment (See Table 8 in chapter table compendium)

1. Total Population 16 Years and Over

Unless otherwise indicated, the total population used to calculate the percentage of each employment category is the population of 16 years old and over (4,206,106 in the Route 66 Corridor).

2. Labor Force

People of working age years are categorized either in "Labor Force" or "Not in Labor Force". Slightly more than six tenths (62.8%) of such age-specified people in the entire Route 66 Corridor are in the labor force, which is roughly the same as the eight states as a whole (63.4%) and the entire nation (63.9%).

3. Civilian Labor Force:

Almost all of the people along the Route 66 Corridor that are in the labor force have civilian jobs.

4. and 5. Employed Civilian Labor Force and Unemployed Labor Force

Under the civilian labor force category, there are two sub-categories: employed civilian labor force and unemployed civilian labor force. While the vast majority of the people in labor force on the Mother Road along the Route 66 Corridor are in the employed civilian labor force, 6.8% of the civilian labor force on the Mother Road are unemployed. That rate is a shade higher than the unemployment rate for the entire eight Route 66 states (6.2%) and exceeds the national unemployment rate (5.7%). (Recall: these are all figures as of 2000). Among the state segments of the Route 66 Corridor, California maintains the highest civilian unemployment rate of 8.3%, while Oklahoma holds the lowest unemployment rate of 4.6%. (See Table 8 for details and Figure 2.13 for overall unemployment situation.)

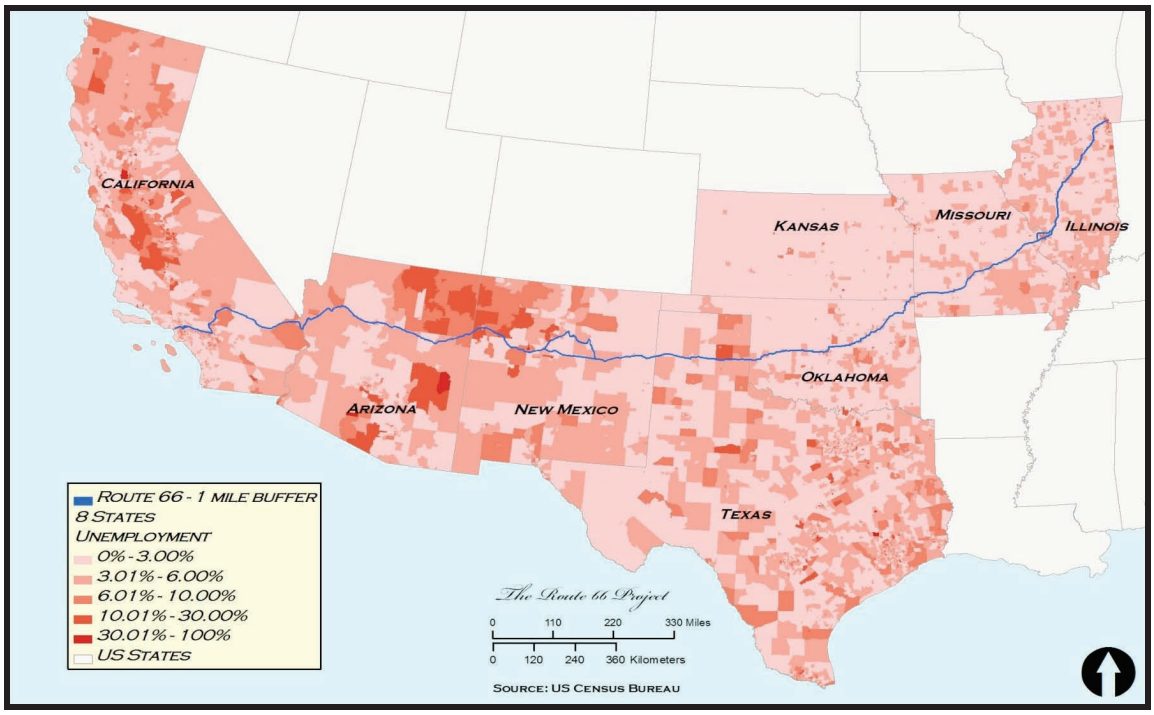
6. Armed Labor Force

Less than one percent of the people in the labor force in the Route 66 Corridor are in the military, a minuscule share that does not differ in substance among the eight state segments of this Corridor and resembles the small share of the military in the total labor force that is found more broadly (e.g., at the national level).

7. Not in Labor Force

Slightly more than one-third (37.2%) of people over 15 years of age along the Route 66 Corridor are not in the labor force, a share comporting to the pattern observed for the entire nation (36.1% not in the labor force) and for the entire eight Route 66 states (36.6% not in the labor force).

Figure 2.13: Percentage of Unemployment Map



C. Occupation (See Table 9 in chapter table compendium)

1. Population 16 Years and Over in Labor Force

The total population used to calculate the percentage of each occupation category is the population 16 years old and over who are in labor force (2,642,990 for the entire Route 66 Corridor).

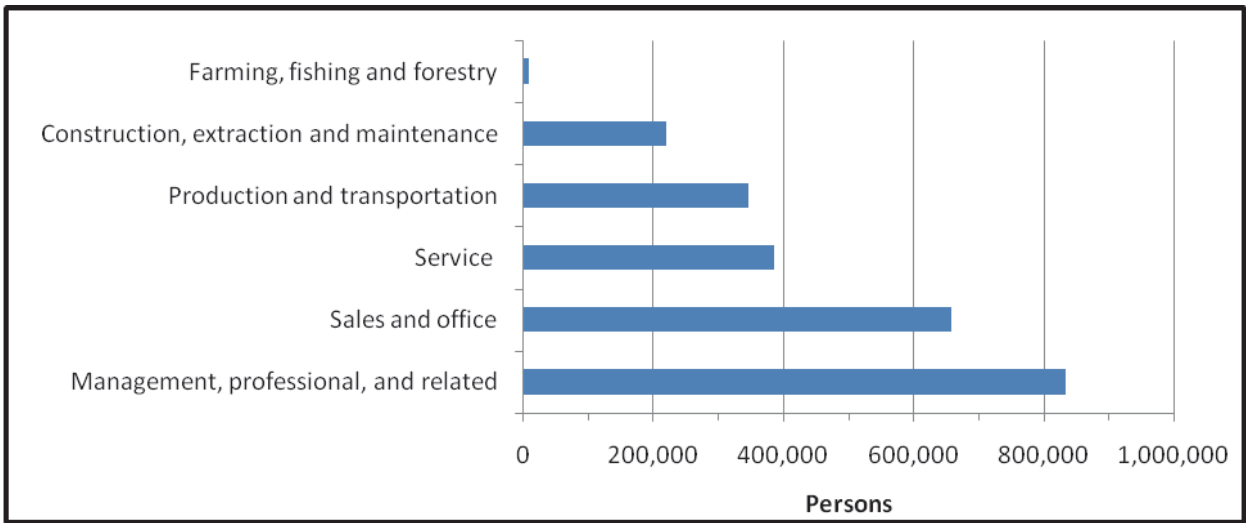
2. Military

Reflecting earlier observations, less than one percent of the people in the Route 66 Corridor's labor force are in military as an occupation.

3. Occupation of Employed Civilians

Nearly one-third (31.5%) of the employed civilians in the Route 66 Corridor work in a management, professional or related field and about one quarter (24.9%) work in a sales and office related field. These occupational profiles (Figure 2.14) resemble those of the nation and for all the civilians employed in the entire eight Route 66 states (see table 9 for details). Among the state segments of the Route 66 Corridor. California (34.3%), and New Mexico (34%) all have the highest proportions of workers in a management, professional or related field.

Figure 2.14: Occupation of People Living Along Route 66



Data Source: U.S. Census Bureau – 2000 Census

III. HOUSING DATA PROFILE

A. Occupancy, Tenure, and Age (See Table 10 in chapter table compendium)

1. Total Housing Units

The total number of housing units used to calculate the percentages in Part A of Table 10 "Occupancy, Tenure, and Age," are the figures indicated (2,219,995 for the entire Route 66 Corridor).

2. Vacant

There are approximately 182,000 vacant housing units in the Route 66 Corridor. The vacancy rate for the Corridor is 8.2%, which is a comparable vacancy rate of the entire eight Route 66 states' housing stock (8.0%) and the nation as a whole (9.0%). The Arizona segment of the Route 66 Corridor has the highest vacancy rate of 23.1%, much higher than the overall Arizona state vacancy level of 13.2%. In contrast, the California (5.9%) and Illinois (6.5%) segments of the Route 66 Corridor maintain the lowest vacancy rates among the eight states.

3. Occupied – Owner Occupied & Renter Occupied

For the Route 66 Corridor as a whole 58% of the housing units are owner occupied, which is less than the eight state homeownership average of 63% and the national homeownership proportion of 66%. Among the state segments of the Route 66 Corridor, Kansas and Illinois have the highest proportions of owner occupied homes about 70% of the occupied housing stock. The California segment of the Route 66 Corridor has the lowest proportion of a homeownership (43.1%)—with the latter figure yet lower than the total state of California homeownership rate of 56.9%. The mirror of the Route 66 Corridor having a relative lower homeownership rate is it having a relatively higher rental tenure share and this is confirmed by the data shown in Table 10. Compared to the national and total eight Route 66 state renter proportions of 33.8% and 37% respectively, over four-tenths (41.7%) of the housing in the Route 66 Corridor is rented. In the California segment of the Route 66 Corridor, almost six tenths (56.9%) of the occupied housing is rental—much higher than the rental incidence in the Arizona (31.9%) and the Kansas (26.2%) segments of the Route 66 Corridor.

4. Median Year Structure Built

We can measure the age of the housing stock by observing the median year structure built and the earlier that number, the older the housing stock age. As this figure (median year structure built) for the Route 66 Corridor, the eight Route 66 states, and the nation is 1964, 1972, and 1971 respectively, it is evident that the housing along the Mother Road is relatively older by about a decade.

B. Condition (See Table 11 in chapter table compendium)

1. Total Housing Units

The total number of housing units used to calculate the percentages regarding condition, cost and value are indicated (e.g., 2,220,340 for the Route 66 Corridor).

2. Plumbing Facilities

We must first acknowledge that the census contains very limited information on housing condition. One commonly referred to census descriptor in this regard is the "% lacking complete plumbing facilities." This percentage is negligible for the nation (1.2%) all eight route 66 states (1.2%), and for the Route 66 Corridor (1.5%). Some of contained state segments of the Route 66 Corridor, however, have a noticeably higher share of plumbing-deficient housing, namely Arizona (6.1%) and New Mexico (3.2%).

C. Cost, Value, and Burden (See Table 12 in chapter table compendium)

1-3. Median Contract Rent for Renter Occupied Housing, Median Gross Rent for Renter Occupied Housing and Median Value for Owner Occupied Housing

Housing cost is typically measured by monthly rent (the contract rent or the gross rent, the latter including utilities expenses) for rented homes, and by value for owner-occupied housing. All of these metrics are shown here (Table 12) and the results converge. Compared to the national housing stock as well as compared to the housing in the entire eight Route 66 states, housing in the Route 66 Corridor is more "dear" (i.e. contract and gross rents are higher as are housing values). We also observe tremendously varying rents and housing values between the state segments of the Route 66 Corridor, with relatively very high rents/values in California, followed by Illinois. Missouri and New Mexico as a three state cluster, and with the lowest rents/values found in the Arizona, Kansas and Texas portions of the Mother Road (see Table 12 for details).

How does the cost of housing in each state segment of the Route 66 Corridor compare to the average costs of housing in each of the respective eight Route 66 states? The answer is that it is often, but not always, more "dear" (expensive). For example, both the median rent (contract and gross rent) and the median house value in the California, Missouri, New Mexico and Oklahoma segments of the Route 66 Corridor exceed that of the median rent/ house value of the entire housing stock of these four states, while the opposite is the case in the Arizona, Illinois, Arkansas, and Texas segments of the Mother Road, where rent is lower along the Corridor than elsewhere in the state.

4. and 5. Owner Occupied Housing Payment Over 35% of Household Income and Renter Occupied Housing Payment Over 35% of Household Income

The most typical way of measuring the *burden of paying for housing* (not just absolute cost as described above) is the ratio between the housing cost and household income. Housing cost

equal to 35% or less of household income is deemed "affordable" while housing expenses greater than 35% of household income is deemed "unaffordable" or "burdensome." Both rental and owned housing can be examined in a similar manner by using the above described 35% threshold.

We see some evidence of housing burden in the Route 66 Corridor. About one-sixth (16.6%) of owners in this Corridor pay more than 35% of their income for mortgage interest, taxes and other home expenses, roughly equivalent to the share of similarly burdened owners nationally (15.8%) and in the entire eight Route 66 states (17.1%). Among the state segments of the Route 66 Corridor, the share of owner households that are burdened is highest in California (24.7%) and New Mexico (17.8%), and lowest in Kansas, Missouri, Oklahoma and Texas; only about one-tenth of the homeowners on the Mother Road in these four states exceed the 35% threshold).

For renters in the Route 66 Corridor, almost one-third (31.7%) are cost-burdened. This share comports with the incidence of cost-burdened renters for the entire nation (29.5%) and the entire eight Route 66 states (30.5%). So, the renter household burden is widespread — a challenge emphasized in many housing studies. Among the state segments of the Route 66 Corridor, California has the highest share of renters paying more than 35% of their income for housing (35.1%), but other segments along the Mother Road, with the exception of Kansas, have a quarter or more of renters facing a housing affordability problem.

How does the housing burden in each state segment of the Route 66 Corridor comport with the burden endured by all renters in each of the eight Route 66 states? The answer is that they generally track together. For example, the 35.1% and 27.5% of renters in the California and Illinois segments respectively, of the Route 66 Corridor that are cost-burdened (i.e. pay over 35% of the income for rent) are comparable to the 34.1% and 28.3% of all renters in these two states that are similarly cost burdened.

LOOKING FORWARD BEYOND THE CURRENT RECONNAISANCE GIS-CENSUS ANALYSIS

As noted earlier, the current analysis is a reconnaissance effort. Perhaps the most important achievement is the mapping of the entire Route 66 in GIS form because that opens almost endless possibilities of linking the Mother Road to environmental, geological, traffic, energy, health and many other data sets that are GIS indexed—a point we will return to shortly. In our closing comments below, we note some examples of how this chapter's research can be extended.

In our current investigation, we made assumptions about different "geographies" of analysis and these clearly can be refined. An example is to consider alternatives or supplements to the definition of the "Route 66 Corridor" (defined here as the area within one mile distance of the Mother Road). Should this Corridor be bigger or smaller? Perhaps there should be multiple geographies such as a Route 66 "Region" (area within 5 or 10 mile distance), "Corridor" (area within 1 mile

distance), and "view" (area within 0.1 mile distance)? Rutgers has considered these different possibilities and this topic should be more widely discussed with the Route 66 community and others. For instance, the Route 66 "view" contains about 3.40 million persons and is 81% urban as against the Route 66 "Corridor" with 5.48 million persons that is 87% urban.

Should the geographies vary by location? For instance, a tight band might be most appropriate in cities where Route 66 passes through (e.g., Chicago and Oklahoma City) as opposed to a broader band in rural locations (e.g., stretch of the Mother Road between Amarillo and Shamrock, Texas). The argument for such a variable band is that it reflects the variable "connectedness" of the Route 66 to area residents. For example, a Chicago resident living one mile away from Route 66 may have little association with (or even be aware of) the Mother Road while Route 66 may loom much larger on the radar to persons living five or even ten miles away from this highway in the Amarillo-Shamrock leg of the Mother Road.

However one defines the Route 66 "Corridor" (or "region," "view," etc.), we can vary the reporting scale. In the current reconnaissance investigation, census data for Route 66 is presented for Route 66 the entire Route and then for the eight state segments of the Route. Individuals knowledgeable about Route 66 have suggested two alternatives, each of a very different scale. A narrower geographical lens might use the 24 "sections" of Route 66 and a broader geographical lens might demarcate the Mother Road into seven geological regions.

In brief, the National Historic Route 66 Federation has subdivided the Route into 24 sections (approximately 100 miles each) as shown in Figure 2.15. For instance, the Illinois segment of Route 66 includes Section 1 (Chicago to Pontiac), Section 2 (Pontiac to Springfield), Section 3 (Springfield to Staunton, and then Staunton IL to St. Louis, MO). So, one possibility is to analyze the Route by each of the 24 sections to obtain a better localized perspective than just looking at an entire full state segment (as we did previously in this chapter).

A very different perspective is to think of the Route in broader "chunks" as some believe that the varying geological surroundings of Route 66 influence the different "character" of the Mother Road in varying places (e.g., the lowlands versus highlands versus plains). That perspective argues for studying Route 66 in geological segments. for instance, one geological division of the Route 66 partitions the highway into seven regions: 1. Central Lowlands; 2. Interior Highlands; 3. Great Plains; 4. Chihuahuan Desert- Mexican Highland; 5. Colorado Plateau; 6. Mojave-Sonoran Desert; and 7. South Pacific Border[147].

To prompt discussion of analyzing Route 66 with different geographical frameworks, Rutgers presents in this chapter's table compendium some census-based population and housing charac-

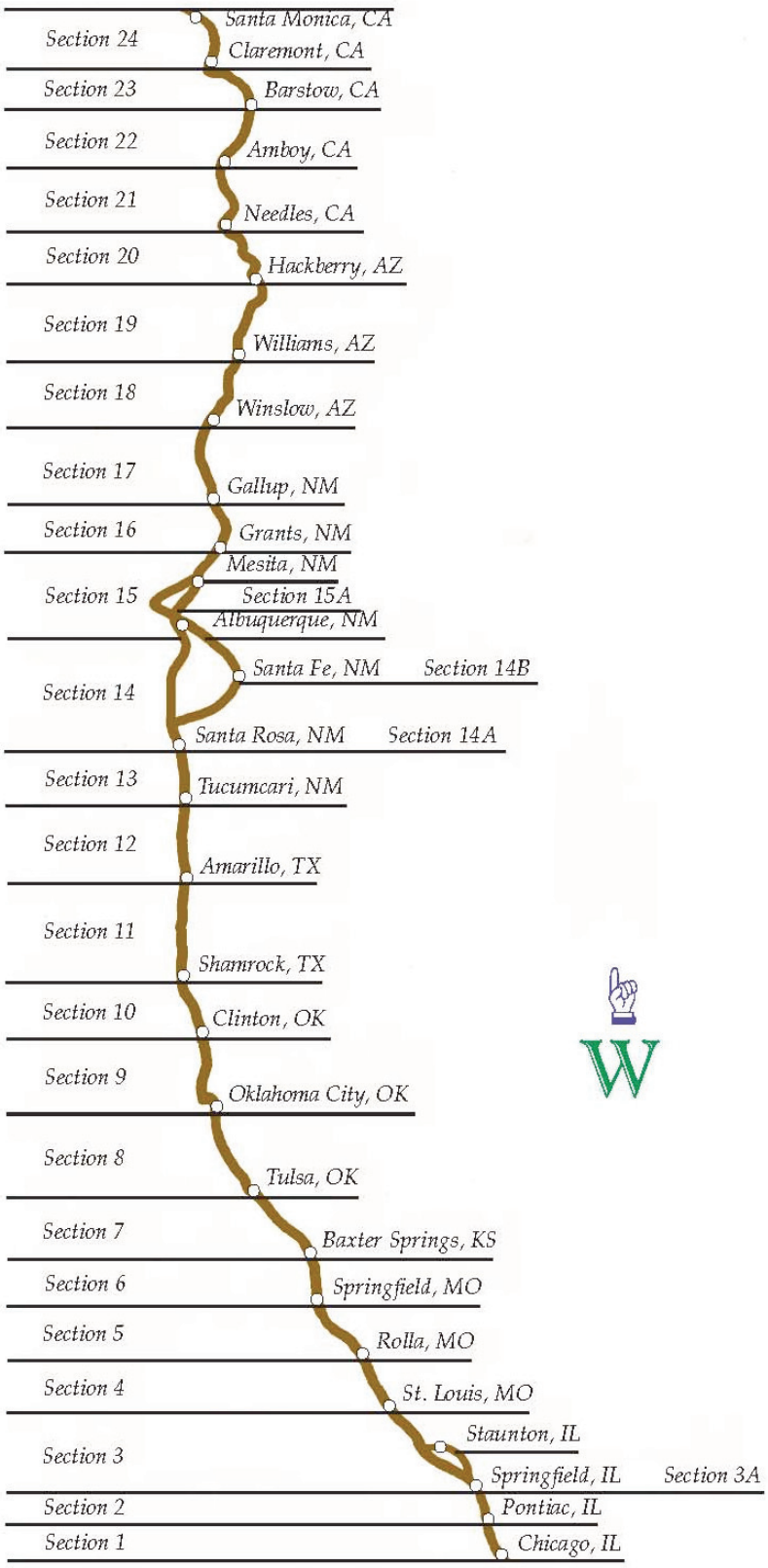
[147] These seven geological regions comport roughly with the sections as follows: Region 1: Section 1, Section 2, Section 3, Section 7, Section 8, Section 9, Section 10; Region 2: Section 4, Section 5, Section 6; Region 3: Section 11, Section 12, Section 13; Region 4: Section 14; Region 5: Section 15, Section 16, Section 17, Section 18; Region 6: Section 19, Section 20, Section 21, Section 22; Region 7: Section 23, Section 24

teristics for each of the 24 sections (tables, 13-24) and for each of the seven geological regions (tables 25-36). Our preliminary review of these findings suggests the usefulness of analyzing the Mother Road from different geographic perspectives. For example, while about 3 percent of the entire Route 66 Corridor population is American Indian (AI), the AI share of residents along the Route is about half (50%) in section 16 (Grants, NM to Gallop, NM) and section 17 (Gallop NM to Winslow, AZ). In a similar vein, as against one-quarter of the entire Route 66 Corridor population being Hispanic, the Hispanic presence exceeds 40 percent in sections, 14, 15 and 23 (Figure 2.15 and Table 14). Amongst the geological regions, a roughly 40 percent Hispanic presence characterizes the Chihuahuan Desert - Mexican Highland and the South Pacific Border areas (Table 26). There are hot spots of poverty (20% or more) in sections 16, 17 and 21 (Table 19), and in the Colorado Plateau amongst the geological regions (Figure 2.15 and Table 31).

The housing vacancy rate is at least double the Route 66 average of 8% in sections 4,10,11,13,16, and 17 through 21 (Figure 2.15 and Table 22) and in the Colorado Plateau and Mojave-Sonoran Desert geological areas (Table 34). With this information, one can better market Route 66 (e.g., emphasize Hispanic-themed marketing in sections 14, 15, and 23, and can better plan to address issues of poverty and vacant housing in the hotspots of such problems identified above. In short, considering the Mother Road through different geological lenses should warrant productive future discussion.

It is also imperative in the future to update our census analysis. We used the 2000 census because that is the latest available dataset. Shortly, however, the results from the 2010 Census will be available and that will allow for a more current look at the census-profile of "Who Lives Along the Route." The 2010 results will also permit further analysis of our change over time from 2000 to 2010. It would also be instructive to examine the Route 66 Corridor census data for periods before 2000 to gain historical insights concerning how this area has changed over time.

Figure 2.15: The 24 Sections of Route 66



In the future, the GIS Route 66 line data can be linked to other spatial reporting units besides census tracts, such as Zip codes. To move along this line of inquiry, Rutgers has identified all the Zip codes whose boundaries intersect our Route 66 Corridor ("Route 66 Zip codes") and has examined some business data available by Zip code. One preliminary result is that compared to the nation and the entire eight Route 66 states, businesses in Route 66 zip codes have the highest concentration of art, entertainment and recreation-related firms. This is just a start of what can be a very productive Zip code analysis of the Mother Road.

More broadly, and as noted earlier, with the GIS mapping of Route 66, one can readily link with a rich cache of many types of GIS-ready data. We list below some examples of what just one such source (*National Atlas*, http://www.nationalatlas.gov) offers in the way of GIS-ready information that can be linked back to Route 66.

Examples of GIS Ready Data Available from the National Atlas

I. Boundaries
   a. Congressional District
   b. Congressional District by party
   c. Counties
   d. Federal lands
   e. Indian lands
   f. Official protection diagrams and leasing map boundaries
   g. Wilderness preservation system area

II. Transportation
   a. Airport
   b. Amtrak stations
   c. Parkways and scenic rivers
   d. Railroads
   e. Roads

III. People
   a. Crime
   b. Economy
      i. Average wage per job
      ii. Food stamp recipients
      iii. Median household income
      iv. Per capita number of jobs
      v. Per capita personal income
      vi. Poverty – all people
      vii. Poverty children under age 18
      viii. Poverty – related children ages 5 – 17 families in poverty
      ix. Unemployment rates
   c. Energy consumption
      i. Commercial energy per capita
      ii. Industrial energy per capita

iii. Residential energy per capita
iv. Total estimated energy per capita
v. Transportation energy per capita

d. Health
i. Fetal and infant mortality
ii. Live birth
iii. Mortality, cancer
iv. Mortality various causes
v. Multiple births
vi. Preterm delivery

IV. Environment/ Geology
a. Air releases
b. Hazardous waste handlers
c. Superfund national priorities sites
d. Toxics release inventory
e. Water discharge permit
f. Geologic Map
g. Landslides incidence and susceptibility

V. Map Preference
a. Cities and towns
b. Index to digital aerial photographs
c. Index to topographic maps – 1:24,000 and other large scale
d. Index to topographic maps – 1:100,000 scale
e. Index to topographic maps – 1:250,000 scale
f. Latitude/Longitude
g. Urban areas

VI. Water
a. Arsenic in groundwater
b. Dams
c. Ground water climate response network
d. Hydrologic units
e. Streams and water bodies
f. Water use

VII. Agriculture: Agriculture Census 2002
a. Crops
b. Farms
c. Land
d. Livestock
e. Operator characteristics
f. Value

VIII. Biology

a. Invasive species
b. Wildlife mortality
c. Climate
d. Average annual precipitation
e. Hazard events
f. Water surface temperature

We have also just scratched the surface of mapping Route 66 relative to the GIS-available data. There are almost endless possibilities in this regard. Figures 2.3, 2.4, 2.5, 2.11, 2.12 and 2.13 already referred to in this chapter illustrate mapping of census data, however, the census is just a start. For example, travelers along the Mother Road may very well be interesting in visiting wildlife areas supervised by the Fish and Wildlife Service (FWS); as such, Figure 2.16 shows the location of FWS resources near the Mother Road. Of a very different character is traffic by Route 66 and Figure 2.17 maps average daily traffic counts in the Route 66 vicinity. While Rutgers was unable to identify traffic counts for the Mother Road itself (as distinct from traffic on nearby roads, such as the Interstate), further work on linking Route 66 to GIS-available traffic data would be a very productive future exercise.

Figure 2.16: FWS Roads and Parks

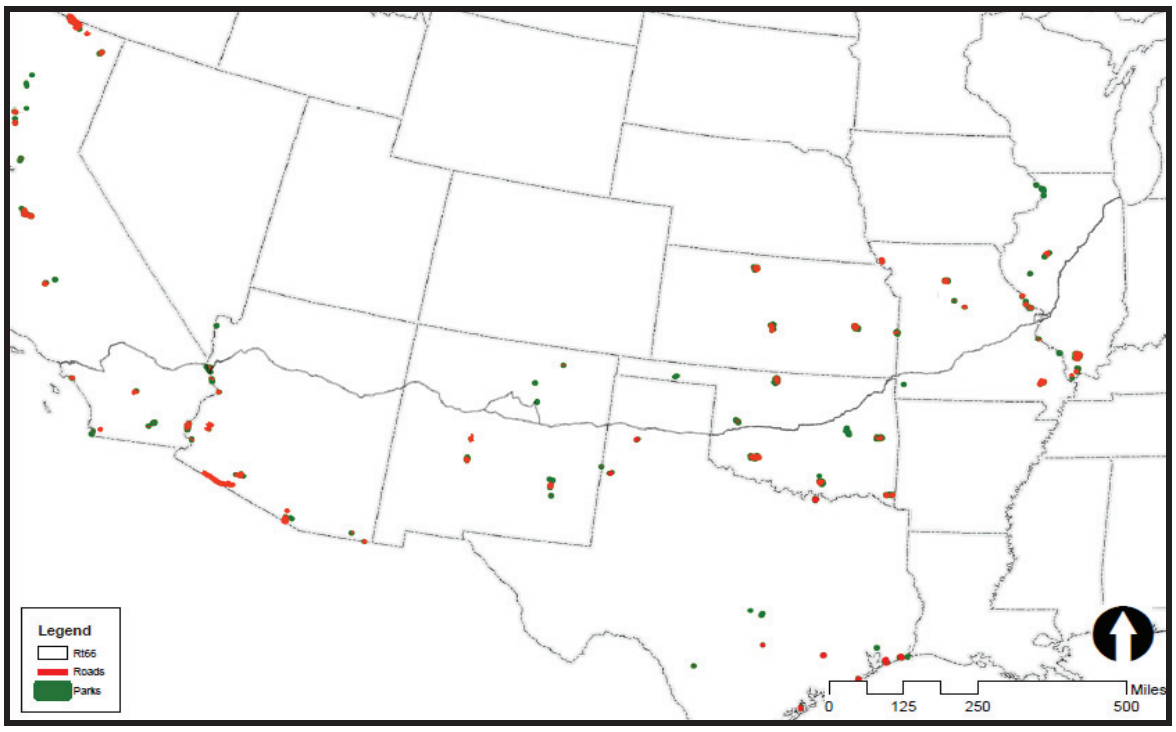
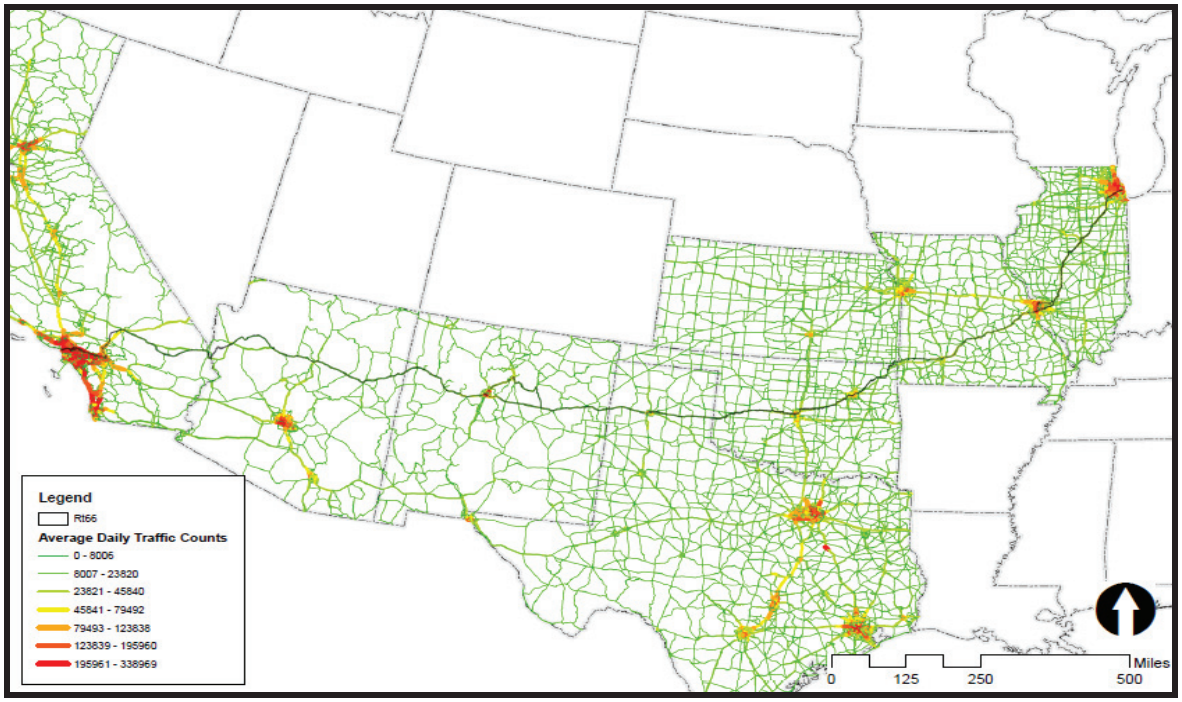


Figure 2.17: FHPN Average Daily Traffic Counts Map



CHAPTER 2 TABLE COMPENDIUM

Detailed Tables of the GIS-Census Reconnaissance Analysis

GUIDE TO THE TABLES:
CONTENTS, GEOGRAPHY AND ILLUSTRATIVE CENSUS DATA

I. Demographic Data Profile for the Route 66 Corridor (total and by state segments), all eight Route 66 states and nation

Table Number	*Illustrative Census Data*
1	*A. Overall Population: total; urban and rural population; density*
2	*B. Race: seven racial categories (e.g., white, black, Asian)*
2	*C. Ethnicity: number and percentage Hispanic*
3	*D. Gender and Age: gender, median age, and 8 age cohorts*
4	*E. Marital Status: married (now/never); divorced, widowed or separated*
5	*F. Household Size: average and eight household size cohorts*
6	*G. Educational Attainment: high school, college, and graduate*

II. Economic Data Profile for the Route 66 Corridor (total and by state segments), all eight Route 66 states and nation

Table Number	*Illustrative Census Data*
7	*Income and Poverty: mean/median household and family income; poverty status*
8	*Employment: labor force and employment status*
9	*Occupation: 9 occupational cohorts*

III. Housing Data Profile for the Route 66 Corridor (total and by state segments), all eight Route 66 states and nation

Table Number	*Illustrative Census Data*
10	*Occupancy, Tenure, and Age: vacant/occupied unit; rented/owned unit; and median age*
11	*Condition: having /lacking plumbing facilities*
12	*Cost, Value, and Burden: contract/ gross rent; median value; and housing cost related to household income*
13-24	*Demographic, Economic and Housing Data Profile—24 Sections: Tables 1-12 above for the 24 sections of Route 66*
25-36	*Demographic, Economic and Housing Data Profile—7 Geological Regions: Tables, 1-12 above for 7 geological regions of Route 66*

Table 35: III Housing Data Profile - Part B. Condition

Region	1 Central Low-lands	2 Interior High-lands	3 Great Plains	4 Chihuahuan Desert-Mexican Highland	5 Colorado Plateau	6 Mojave-Sonoran Desert	7 South Pacific Border	Totals Census Tracts
Total Housing units	627,133	413,087	61,613	164,846	90,220	64,224	799,217	2,220,340
Housing units complete plumbing facilities	621,189	408,383	60,884	162,779	81,445	62,120	790,107	2,186,907
% Housing units complete plumbing facilities	99.05%	98.86%	98.82%	98.75%	90.27%	96.72%	98.86%	98.49%
Housing units lacking complete plumbing facilities	5,944	4,704	729	2,067	8,775	2,104	9,110	33,433
%Housing units lacking complete plumbing facilities	0.95%	1.14%	1.18%	1.25%	9.73%	3.28%	1.14%	1.51%

Table 36: III Housing Data Profile - Part C. Cost, Value, and Burden

Region	1 Central Low-lands	2 Interior High-lands	3 Great Plains	4 Chihuahuan Desert-Mexican Highland	5 Colorado Plateau	6 Mojave-Sonoran Desert	7 South Pacific Border	Totals Census Tracts
Median contract rent for renter-occupied housing	$447	$421	$382	$555	$439	$385	$707	$534
Median gross rent for renter-occupied housing	$545	$513	$454	$623	$530	$474	$774	$617
Median value for owner-occupied housing	$104,208	$93,595	$66,844	$144,252	$83,181	$69,757	$247,904	$149,995
Specified owner-occupied units; Number	316,197	203,565	29,041	74,149	35,758	19,623	262,333	940,666
Owner Occupied pays over 35% income	42,279	23,044	3,325	13,604	5,458	3,237	65,425	156,372
% Owner Occupied pays over 35% income	13.37%	11.32%	11.45%	18.35%	15.26%	16.50%	24.94%	16.62%
Specified renter-occupied units; Number	182,375	122,659	17,941	49,384	23,389	15,147	431,746	842,641
Renter Occupied pays over 35% income	48,938	33,930	5,030	16,751	6,949	3,182	152,648	267,428
% Renter Occupied pays over 35% income	26.83%	27.66%	28.04%	33.92%	29.71%	21.01%	35.36%	31.74%

Table 33: II Economic Data Profile - Part C. Occupation

Region	1	2	3	4	5	6	7	Totals
	Central Lowlands	Interior High-lands	Great Plains	Chihuahuan Desert-Mexican Highland	Colorado Plateau	Mojave-Sonoran Desert	South Pacific Border	Census Tracts
Employment status; Population 16 years and over; Number	1,199,217	729,236	115,004	291,825	158,690	101,746	1,610,388	4,206,106
Population 16 Years and Over in Labor Force	766,853	476,541	69,046	188,193	100,131	57,429	984,797	2,642,990
Military	1,277	2,117	79	2,273	210	4,642	916	11,514
Military (%)	0.17%	0.44%	0.11%	1.21%	0.21%	8.08%	0.09%	0.44%
Employed Civilian	722,625	446,977	65,017	175,726	91,700	48,128	902,566	2,452,739
Employed Civilian (%)	94.23%	93.80%	94.16%	93.38%	91.58%	83.80%	91.65%	92.80%
Management, professional, and related	223,119	142,197	18,857	67,183	29,843	10,870	341,279	833,348
Management, professional, and related (%)	29.10%	29.84%	27.31%	35.70%	29.80%	18.93%	34.65%	31.53%
Service	109,166	69,938	11,881	29,262	16,746	10,884	137,831	385,708
Service (%)	14.24%	14.68%	17.21%	15.55%	16.72%	18.95%	14.00%	14.59%
Sales and office	198,437	120,660	16,733	46,287	24,930	12,764	238,575	658,386
Sales and office (%)	25.88%	25.32%	24.23%	24.60%	24.90%	22.23%	24.23%	24.91%
Farming, fishing, and forestry	2,753	1,551	783	469	367	364	1,853	8,140
Farming, fishing, and forestry (%)	0.36%	0.33%	1.13%	0.25%	0.37%	0.63%	0.19%	0.31%
Construction, extraction, and maintenance	71,727	40,465	7,200	17,320	9,593	6,387	66,841	219,533
Construction, extraction, and maintenance (%)	9.35%	8.49%	10.43%	9.20%	9.58%	11.12%	6.79%	8.31%
Production, transportation, and material moving	117,423	72,166	9,563	15,205	10,221	6,859	116,187	347,624
Production, transportation, and material moving (%)	15.31%	15.14%	13.85%	8.08%	10.21%	11.94%	11.80%	13.15%

Table 34: III Housing Data Profile - Part A. Occupancy, Tenure, and Age

Region	1	2	3	4	5	6	7	Totals
	Central Lowlands	Interior Highlands	Great Plains	Chihuahuan Desert-Mexican Highland	Colorado Plateau	Mojave-Sonoran Desert	South Pacific Border	Census Tracts
Total Housing Units	626,773	413,177	61,590	164,848	90,212	64,219	799,176	2,219,995
Vacant	49,562	35,387	6,377	15,631	17,490	13,687	43,733	181,867
% Vacant	7.91%	8.56%	10.35%	9.48%	19.39%	21.31%	5.47%	8.19%
Occupied	577,211	377,790	55,213	149,217	72,722	50,532	755,443	2,038,128
% Occupied	92.09%	91.44%	89.65%	90.52%	80.61%	78.69%	94.53%	91.81%
Owner-Occupied	392,422	252,984	36,776	99,390	49,177	34,988	323,215	1,188,952
% Owner-Occupied	67.99%	66.96%	66.61%	66.61%	67.62%	69.24%	42.78%	58.34%
Renter-Occupied	184,789	124,806	18,437	49,827	23,545	15,544	432,228	849,176
% Renter-Occupied	32.01%	33.04%	33.39%	33.39%	32.38%	30.76%	57.22%	41.66%
Median year structure built	1963	1961	1964	1973	1979	1979	1961	1964

Table 31: II Economic Data Profile - Part A. Income and Poverty

Region	1	2	3	4	5	6	7	Totals
	Central Lowlands	Interior Highlands	Great Plains	Chihuahuan Desert-Mexican Highland	Colorado Plateau	Mojave-Sonoran Desert	South Pacific Border	Census Tracts
Total Household	577,538	378,179	55,258	149,233	72,583	50,660	755,887	2,039,338
Median household income in 1999	$40,736	$38,473	$34,776	$39,950	$32,893	$29,863	$44,367	$40,760
Mean income (dollars); Households	$53,854	$50,528	$46,719	$50,922	$43,430	$40,478	$61,158	$54,834
Total Household Income	$31,102,946,474	$19,108,460,077	$2,581,616,442	$7,599,307,248	$3,152,250,877	$2,050,608,086	$46,228,861,258	$111,824,050,462
Median family income in 1999	$47,820	$46,663	$41,615	$47,380	$37,175	$36,014	$51,925	$48,070
Household income; Under $15,000	90,085	65,158	11,383	25,662	15,308	10,531	141,230	359,357
$15,000 to $24,999	77,452	56,918	8,851	21,924	11,032	9,134	98,347	283,658
$25,000 to $34,999	76,413	54,553	8,340	21,011	10,857	8,161	92,377	271,712
$35,000 to $49,999	96,909	66,755	9,287	25,800	12,674	8,692	113,785	333,902
$50,000 to $74,999	114,900	69,900	9,079	26,526	12,528	8,366	131,007	372,306
$75,000 to $99,999	58,133	31,533	4,224	13,631	5,678	3,544	71,052	187,795
$100,000 to $149,999	42,775	20,610	2,539	9,135	3,141	1,609	60,541	140,350
$150,000 or more	20,871	12,752	1,555	5,544	1,365	623	47,548	90,258
Per capita income in 1999	$19,531	$20,418	$17,697	$21,090	$14,531	$15,401	$24,058	$20,951
%Population Under Poverty Level (<1) in 1999	11.81%	12.28%	15.48%	13.81%	22.10%	14.84%	17.80%	14.90%
%Population Above Poverty Level (>=1) in 1999	88.19%	87.72%	84.52%	86.19%	77.90%	85.16%	82.20%	85.10%

Table 32: II Economic Data Profile - Part B. Employment

Region	1	2	3	4	5	6	7	Totals
	Central Lowlands	Interior Highlands	Great Plains	Chihuahuan Desert-Mexican Highland	Colorado Plateau	Mojave-Sonoran Desert	South Pacific Border	Census Tracts
Total Population 16 Years and Over	1,199,217	729,236	115,004	291,825	158,690	101,746	1,610,388	4,206,106
Labor Force	766,853	476,541	69,046	188,193	100,131	57,429	984,797	2,642,990
Labor Force (%)	63.95%	65.35%	60.04%	64.49%	63.10%	56.44%	61.15%	62.84%
Labor Force (Civilian)	765,576	474,424	68,967	185,920	99,921	52,787	983,881	2,631,476
Labor Force (Civilian) (%)	99.83%	99.56%	99.89%	98.79%	99.79%	91.92%	99.91%	99.56%
Employed Labor Force (Civilian)	722,625	446,977	65,017	175,726	91,700	48,128	902,566	2,452,739
Employed Labor Force (Civilian) (%)	94.23%	93.80%	94.16%	93.38%	91.58%	83.80%	91.65%	92.80%
Unemployed Labor Force (Civilian)	42,951	27,447	3,950	10,194	8,221	4,659	81,315	178,737
Unemployed Labor Force (Civilian) (%)	5.60%	5.76%	5.72%	5.42%	8.21%	8.11%	8.26%	6.76%
Labor Force (Armed Forces)	1,277	2,117	79	2,273	210	4,642	916	11,514
Labor Force (Armed Forces) (%)	0.17%	0.44%	0.11%	1.21%	0.21%	8.08%	0.09%	0.44%
Not in Labor Force	432,364	252,695	45,958	103,632	58,559	44,317	625,591	1,563,116
Not in Labor Force (%)	36.05%	34.65%	39.96%	35.51%	36.90%	43.56%	38.85%	37.16%

Table 29: I Demographic Data Profile - Part F. Household Size

Region	1	2	3	4	5	6	7	Totals
	Central Low-lands	Interior Highlands	Great Plains	Chihuahuan Desert-Mexican Highland	Colorado Plateau	Mojave-Sonoran Desert	South Pacific Bor-der	Census Tracts
Total Household	577,211	377,790	55,213	149,217	72,722	50,532	755,443	2,038,128
Average Household Size	2.64	2.42	2.55	2.48	2.96	2.55	2.68	2.61
1-person household	148,086	113,050	14,488	43,860	15,475	12,040	230,753	577,752
% 1-person household	25.66%	29.92%	26.24%	29.39%	21.28%	23.83%	30.55%	28.35%
2-person household	182,202	124,431	18,374	50,056	21,479	19,216	206,638	622,396
% 2-person household	31.57%	32.94%	33.28%	33.55%	29.54%	38.03%	27.35%	30.54%
3-person household	94,397	59,546	8,801	23,242	12,782	7,688	109,657	316,113
% 3-person household	16.35%	15.76%	15.94%	15.58%	17.58%	15.21%	14.52%	15.51%
4-person household	84,408	48,416	7,494	18,687	11,108	6,118	97,839	274,070
% 4-person household	14.62%	12.82%	13.57%	12.52%	15.27%	12.11%	12.95%	13.45%
5-person household	41,636	21,218	3,768	8,283	6,172	3,304	56,722	141,103
% 5-person household	7.21%	5.62%	6.82%	5.55%	8.49%	6.54%	7.51%	6.92%
6-person household	15,798	7,275	1,433	3,064	3,032	1,323	28,139	60,064
% 6-person household	2.74%	1.93%	2.60%	2.05%	4.17%	2.62%	3.72%	2.95%
7-or-more-person household	10,684	3,854	855	2,025	2,674	843	25,695	46,630
% 7-or-more-person household	1.85%	1.02%	1.55%	1.36%	3.68%	1.67%	3.40%	2.29%

Table 30: I Demographic Data Profile - Part G. Educational Attainment

Region	1	2	3	4	5	6	7	Totals
	Central Lowlands	Interior Highlands	Great Plains	Chihuahuan Desert-Mexican Highland	Colora-do Plateau	Mojave-Sonoran Desert	South Pacific Bor-der	Census Tracts
Total Population 25 Years and Over	995,207	609,064	95,625	246,560	122,663	87,308	1,337,489	3,493,916
High School or Less	500,392	297,358	48,653	100,689	59,228	48,426	598,028	1,652,774
High School or Less (%)	50.28%	48.82%	50.88%	40.84%	48.29%	55.47%	44.71%	47.30%
Some College	220,679	137,682	23,765	56,757	29,788	23,286	272,111	764,068
Some College (%)	22.17%	22.61%	24.85%	23.02%	24.28%	26.67%	20.34%	21.87%
College	201,193	122,291	17,085	55,802	23,831	12,239	322,038	754,479
College (%)	20.22%	20.08%	17.87%	22.63%	19.43%	14.02%	24.08%	21.59%
Graduate Work	72,943	51,733	6,122	33,312	9,816	3,357	145,312	322,595
Graduate Work (%)	7.33%	8.49%	6.40%	13.51%	8.00%	3.85%	10.86%	9.23%

Table 27: I Demographic Data Profile - Part D. Gender and Age

Region	1	2	3	4	5	6	7	Totals
	Central Lowlands	Interior Highlands	Great Plains	Chihuahuan Desert-Mexican Highland	Colorado Plateau	Mojave-Sonoran Desert	South Pacific Border	Census Tracts
Total population: Male	776,383	453,316	75,892	183,116	108,164	67,066	1,041,407	2,705,344
% Male	49.46%	48.25%	50.43%	49.02%	49.31%	50.79%	49.72%	49.38%
Total population: Female	793,405	486,164	74,595	190,400	111,181	64,978	1,053,065	2,773,788
% Female	50.54%	51.75%	49.57%	50.98%	50.69%	49.21%	50.28%	50.62%
Median age (years)	35.0	35.7	36.3	37.6	30.2	42.2	33.7	34.9
Under 20 years of age	463,404	265,294	45,237	102,906	76,038	37,196	603,473	1,593,548
% Under 20 years of age	29.52%	28.24%	30.06%	27.55%	34.67%	28.17%	28.81%	29.08%
20-29	226,508	128,929	20,387	48,399	37,284	15,043	340,301	816,851
30-39	240,726	138,598	20,986	55,027	32,510	17,261	365,701	870,809
40-49	230,577	141,239	22,424	60,698	31,180	18,643	300,089	804,850
50-59	165,207	100,297	15,734	46,303	20,401	15,970	200,396	564,308
60-69	108,156	68,612	11,718	27,795	11,894	13,879	124,615	366,669
70 or over	135,210	96,511	14,001	32,388	10,038	14,052	159,897	462,097
Over 60	243,366	165,123	25,719	60,183	21,932	27,931	284,512	828,766
% Over 60	15.50%	17.58%	17.09%	16.11%	10.00%	21.15%	13.58%	15.13%

Table 28: I Demographic Data Profile - Part E. Marital Status

Region	1	2	3	4	5	6	7	Totals
	Central Low-lands	Interior Highlands	Great Plains	Chihuahuan Desert-Mexican Highland	Colorado Plateau	Mojave-Sonoran Desert	South Pacific Bor-der	Census Tracts
Total Population 15 Years and Over	1,221,329	742,699	117,071	296,813	162,526	103,760	1,636,578	4,280,776
Never Married	319,155	202,167	23,616	86,181	57,868	19,976	580,430	1,289,393
Never Married (%)	26.13%	27.22%	20.17%	29.04%	35.61%	19.25%	35.47%	30.12%
Now Married	679,119	389,730	69,603	148,057	77,576	60,255	764,140	2,188,480
Now Married (%)	55.60%	52.47%	59.45%	49.88%	47.73%	58.07%	46.69%	51.12%
Divorced, Widowed or Separated	223,055	150,802	23,852	62,575	27,082	23,529	292,008	802,903
Divorced, Widowed or Separated (%)	18.26%	20.30%	20.37%	21.08%	16.66%	22.68%	17.84%	18.76%

Census Data of 7 Natural Resource Regions

Table 25: I Demographic Data Profile - Part A. Overall Population

Region	1	2	3	4	5	6	7	Totals
	Central Lowlands	Interior Highlands	Great Plains	Chihuahuan Desert-Mexican Highland	Colorado Plateau	Mojave-Sonoran Desert	South Pacific Border	Census Tracts
Total Population	1,569,788	939,480	150,487	373,516	219,345	132,044	2,094,472	5,479,132
Urban Population	1,322,553	743,125	115,606	298,251	141,630	76,197	2,075,235	4,772,597
% Urban Population	84.25%	79.10%	76.82%	79.85%	64.57%	57.71%	99.08%	87.10%
Rural Population	247,235	196,355	34,881	75,265	77,715	55,847	19,237	706,535
% Rural Population	15.75%	20.90%	23.18%	20.15%	35.43%	42.29%	0.92%	12.90%
Population Density	164	178	16	28	12	5	817	64

Table 26: I Demographic Data Profile - Part B. Race & Part C. Ethnicity

Region	1	2	3	4	5	6	7	Totals
	Central Low-lands	Interior High-lands	Great Plains	Chihua-huan De-sert-Mexican Highland	Colorado Plat-eau	Mojave-Sonoran De-sert	South Pacific Bor-der	Census Tracts
White alone	1,171,123	771,353	114,761	269,341	111,742	107,408	1,151,990	3,697,718
% White alone	74.60%	82.10%	76.26%	72.11%	50.94%	81.34%	55.00%	67.49%
Black or African American alone	142,162	127,603	12,045	6,735	3,919	4,687	144,655	441,806
% Black or African American alone	9.06%	13.58%	8.00%	1.80%	1.79%	3.55%	6.91%	8.06%
American Indian and Alaska Native alone	40,367	4,660	1,159	17,434	68,758	5,074	18,389	155,841
% American Indian and Alaska Native alone	2.57%	0.50%	0.77%	4.67%	31.35%	3.84%	0.88%	2.84%
Asian alone	46,666	12,926	3,296	5,233	1,726	1,837	233,148	304,832
% Asian alone	2.97%	1.38%	2.19%	1.40%	0.79%	1.39%	11.13%	5.56%
Native Hawaiian and other pacific islander	663	430	48	326	169	427	3,698	5,761
% Native Hawaiian and other pacific islander	0.04%	0.05%	0.03%	0.09%	0.08%	0.32%	0.18%	0.11%
Other	124,154	7,024	16,037	58,921	25,594	7,908	430,372	670,010
% Other	7.91%	0.75%	10.66%	15.77%	11.67%	5.99%	20.55%	12.23%
Two Races or More	44,653	15,484	3,141	15,526	7,437	4,703	112,220	203,164
% Two Races or More	2.84%	1.65%	2.09%	4.16%	3.39%	3.56%	5.36%	3.71%
Hispanic	234,932	17,904	30,183	160,857	59,806	19,025	819,674	1,342,381
% Hispanic	14.97%	1.91%	20.06%	43.07%	27.27%	14.41%	39.14%	24.50%

Table 24: III Housing Data Profile - Part C. Cost, Value, and Burden

Route 66: III Housing Data Profile								
Section	1	2	3	4	5	6	7	8
	Chicago, IL	Pontiac, IL	Springfield, IL	St. Louis, MO	Rolla, MO	Springfield, MO	Baxter Springs, KS	
C. Cost, Value, and Burden								
Total Housing Units	228,199	71,255	76,461	276,665	51,544	84,968	47,906	157,443
Vacant	15,143	4,196	5,230	22,477	5,221	7,689	7,010	12,424
% Vacant	6.64%	5.89%	6.84%	8.12%	10.13%	9.05%	14.63%	7.89%
Occupied	213,056	67,059	71,231	254,188	46,323	77,279	40,896	145,019
% Occupied	93.36%	94.11%	93.16%	91.88%	89.87%	90.95%	85.37%	92.11%
Owner-Occupied	141,313	50,052	52,137	171,572	32,998	48,414	30,919	89,580
% Owner-Occupied	66.33%	74.64%	73.19%	67.50%	71.23%	62.65%	75.60%	61.77%
Renter-Occupied	71,743	17,007	19,094	82,616	13,325	28,865	9,977	55,439
% Renter-Occupied	33.67%	25.36%	26.81%	32.50%	28.77%	37.35%	24.40%	38.23%
Median year structure built	1957	1969	1963	1958	1973	1964	1972	1966

Route 66: III Housing Data Profile								
Section	9	10	11	12	13	14	15	16
	Oklahoma		Shamrock, TX	Amarillo, TX	Tucumcari, NM	Santa Rosa, NM	Albuquerque, NM	Grants, NM
C. Cost, Value, and Burden								
Total Housing Units	31,958	13,551	7,440	51,687	2,463	164,848	19,339	16,781
Vacant	3,450	2,109	1,653	4,299	425	15,631	1,737	2,604
% Vacant	10.80%	15.56%	22.22%	8.32%	17.26%	9.48%	8.98%	15.52%
Occupied	28,508	11,442	5,787	47,388	2,038	149,217	17,602	14,177
% Occupied	89.20%	84.44%	77.78%	91.68%	82.74%	90.52%	91.02%	84.48%
Owner-Occupied	20,313	8,108	4,668	30,685	1,423	99,390	13,267	10,022
% Owner-Occupied	71.25%	70.86%	80.66%	64.75%	69.82%	66.61%	75.37%	70.69%
Renter-Occupied	8,195	3,334	1,119	16,703	615	49,827	4,335	4,155
% Renter-Occupied	28.75%	29.14%	19.34%	35.25%	30.18%	33.39%	24.63%	29.31%
Median year structure built	1969	1963	1963	1965	1965	1973	1983	1977

Route 66: III Housing Data Profile									
Section	17	18	19	20	21	22	23	24	Totals
	Gallup, NM	Winslow, AZ	Hackberry, AZ	Needles, CA	Amboy, CA	Barstow, CA	Claremont, CA	Santa Monica, CA	Census Tracts
C. Cost, Value, and Burden									
Total Housing Units	18,105	35,987	28,210	14,388	5,871	15,750	201,842	597,334	2,219,995
Vacant	3,933	9,216	5,802	3,280	2,337	2,268	17,030	26,703	181,867
% Vacant	21.72%	25.61%	20.57%	22.80%	39.81%	14.40%	8.44%	4.47%	8.19%
Occupied	14,172	26,771	22,408	11,108	3,534	13,482	184,812	570,631	2,038,128
% Occupied	78.28%	74.39%	79.43%	77.20%	60.19%	85.60%	91.56%	95.53%	91.81%
Owner-Occupied	10,460	15,428	16,421	8,980	2,187	7,400	112,456	210,759	1,188,952
% Owner-Occupied	73.81%	57.63%	73.28%	80.84%	61.88%	54.89%	60.85%	36.93%	58.34%
Renter-Occupied	3,712	11,343	5,987	2,128	1,347	6,082	72,356	359,872	849,176
% Renter-Occupied	26.19%	42.37%	26.72%	19.16%	38.12%	45.11%	39.15%	63.07%	41.66%
Median year structure built	1975	1980	1981	1985	1971	1976	1973	1958	1964

Table 23: III Housing Data Profile - Part B. Condition

Route 66: III Housing Data Profile									
Section	1	2	3	4	5	6	7	8	
	Chicago, IL	Pontiac, IL	Springfield, IL	St. Louis, MO	Rolla, MO	Springfield, MO	Baxter Springs, KS		
B. Condition									
Total Housing units	228,503	71,175	76,442	276,567	51,546	84,974	47,937	157,563	
Housing units complete plumbing facilities	226,255	70,782	75,739	273,671	50,533	84,179	47,288	156,241	
% Housing units complete plumbing facilities	99.02%	99.45%	99.08%	98.95%	98.03%	99.06%	98.65%	99.16%	
Housing units lacking complete plumbing facilities	2,248	393	703	2,896	1,013	795	649	1,322	
%Housing units lacking complete plumbing facilities	0.98%	0.55%	0.93%	1.05%	1.97%	0.94%	1.35%	0.84%	
Route 66: III Housing Data Profile									
Section	9	10	11	12	13	14	15	16	
	Oklahoma		Shamrock, TX	Amarillo, TX	Tucumcari, NM	Santa Rosa, NM	Albuquerque, NM	Grants, NM	
B. Condition									
Total Housing units	31,962	13,551	7,440	51,690	2,483	164,846	19,288	16,786	
Housing units complete plumbing facilities	31,549	13,335	7,329	51,118	2,437	162,779	18,714	14,636	
% Housing units complete plumbing facilities	98.71%	98.41%	98.51%	98.89%	98.15%	98.75%	97.02%	87.19%	
Housing units lacking complete plumbing facilities	413	216	111	572	46	2,067	574	2,150	
%Housing units lacking complete plumbing facilities	1.29%	1.59%	1.49%	1.11%	1.85%	1.25%	2.98%	12.81%	
Route 66: III Housing Data Profile									
Section	17	18	19	20	21	22	23	24	Totals
	Gallup, NM	Winslow, AZ	Hackberry, AZ	Needles, CA	Amboy, CA	Barstow, CA	Claremont, CA	Santa Monica, CA	Census Tracts
B. Condition									
Total Housing units	18,103	36,043	28,184	14,419	5,871	15,750	201,894	597,323	2,220,340
Housing units complete plumbing facilities	14,257	33,838	26,926	14,336	5,478	15,380	199,980	590,127	2,186,907
% Housing units complete plumbing facilities	78.75%	93.88%	95.54%	99.42%	93.31%	97.65%	99.05%	98.80%	98.49%
Housing units lacking complete plumbing facilities	3,846	2,205	1,258	83	393	370	1,914	7,196	33,433
%Housing units lacking complete plumbing facilities	21.25%	6.12%	4.46%	0.58%	6.69%	2.35%	0.95%	1.20%	1.51%

Table 22: III Housing Data Profile - Part A. Occupancy, Tenure, and Age

Route 66: III Housing Data Profile								
Section	1	2	3	4	5	6	7	8
	Chicago, IL	Pontiac, IL	Springfield, IL	St. Louis, MO	Rolla, MO	Springfield, MO	Baxter Springs, KS	
A. Occupancy, Tenure, and Age								
Total Housing Units	228,199	71,255	76,461	276,665	51,544	84,968	47,906	157,443
Vacant	15,143	4,196	5,230	22,477	5,221	7,689	7,010	12,424
% Vacant	6.64%	5.89%	6.84%	8.12%	10.13%	9.05%	14.63%	7.89%
Occupied	213,056	67,059	71,231	254,188	46,323	77,279	40,896	145,019
% Occupied	93.36%	94.11%	93.16%	91.88%	89.87%	90.95%	85.37%	92.11%
Owner-Occupied	141,313	50,052	52,137	171,572	32,998	48,414	30,919	89,580
% Owner-Occupied	61.93%	70.24%	68.19%	62.01%	64.02%	56.98%	64.54%	56.90%
Renter-Occupied	71,743	17,007	19,094	82,616	13,325	28,865	9,977	55,439
% Renter-Occupied	31.44%	23.87%	24.97%	29.86%	25.85%	33.97%	20.83%	35.21%
Median year structure built	1957	1969	1963	1958	1973	1964	1972	1966

Route 66: III Housing Data Profile								
Section	9	10	11	12	13	14	15	16
	Oklahoma		Shamrock, TX	Amarillo, TX	Tucumcari, NM	Santa Rosa, NM	Albuquerque, NM	Grants, NM
A. Occupancy, Tenure, and Age								
Total Housing Units	31,958	13,551	7,440	51,687	2,463	164,848	19,339	16,781
Vacant	3,450	2,109	1,653	4,299	425	15,631	1,737	2,604
% Vacant	10.80%	15.56%	22.22%	8.32%	17.26%	9.48%	8.98%	15.52%
Occupied	28,508	11,442	5,787	47,388	2,038	149,217	17,602	14,177
% Occupied	89.20%	84.44%	77.78%	91.68%	82.74%	90.52%	91.02%	84.48%
Owner-Occupied	20,313	8,108	4,668	30,685	1,423	99,390	13,267	10,022
% Owner-Occupied	63.56%	59.83%	62.74%	59.37%	57.78%	60.29%	68.60%	59.72%
Renter-Occupied	8,195	3,334	1,119	16,703	615	49,827	4,335	4,155
% Renter-Occupied	25.64%	24.60%	15.04%	32.32%	24.97%	30.23%	22.42%	24.76%
Median year structure built	1969	1963	1963	1965	1965	1973	1983	1977

Route 66: III Housing Data Profile									
Section	17	18	19	20	21	22	23	24	Totals
	Gallup, NM	Winslow, AZ	Hackberry, AZ	Needles, CA	Amboy, CA	Barstow, CA	Claremont, CA	Santa Monica, CA	Census Tracts
A. Occupancy, Tenure, and Age									
Total Housing Units	18,105	35,987	28,210	14,388	5,871	15,750	201,842	597,334	2,219,995
Vacant	3,933	9,216	5,802	3,280	2,337	2,268	17,030	26,703	181,867
% Vacant	21.72%	25.61%	20.57%	22.80%	39.81%	14.40%	8.44%	4.47%	8.19%
Occupied	14,172	26,771	22,408	11,108	3,534	13,482	184,812	570,631	2,038,128
% Occupied	78.28%	74.39%	79.43%	77.20%	60.19%	85.60%	91.56%	95.53%	91.81%
Owner-Occupied	10,460	15,428	16,421	8,980	2,187	7,400	112,456	210,759	1,188,952
% Owner-Occupied	57.77%	42.87%	58.21%	62.41%	37.25%	46.98%	55.71%	35.28%	53.56%
Renter-Occupied	3,712	11,343	5,987	2,128	1,347	6,082	72,356	359,872	849,176
% Renter-Occupied	20.50%	31.52%	21.22%	14.79%	22.94%	38.62%	35.85%	60.25%	38.25%
Median year structure built	1975	1980	1981	1985	1971	1976	1973	1958	1964

Table 21: ***(continued)***

Route 66: II Economic Data Profile									
Section	17	18	19	20	21	22	23	24	Totals
	Gallup, NM	Winslow, AZ	Hackberry, AZ	Needles, CA	Amboy, CA	Barstow, CA	Claremont, CA	Santa Monica, CA	Census Tracts
C. Occupation									
Population 16 Years and Over in Labor Force	32,735	57,646	43,895	22,108	6,511	29,232	424,021	1,186,367	4,206,106
Military	11	25	32	0	193	4,417	593	323	11,514
Military (%)	0.06%	0.06%	0.13%	0.00%	5.76%	24.06%	0.23%	0.04%	0.44%
Employed Civilian	15,128	38,512	22,116	10,800	2,924	12,288	231,302	671,264	2,452,739
Employed Civilian (%)	86.74%	94.23%	92.29%	91.86%	87.23%	66.94%	90.53%	92.04%	92.80%
Management, professional, and related	3,960	13,998	5,222	1,908	636	3,104	56,870	284,409	833,348
Management, professional, and related (%)	22.71%	34.25%	21.79%	16.23%	18.97%	16.91%	22.26%	39.00%	31.53%
Service	2,999	7,076	4,826	2,851	862	2,345	38,386	99,445	385,708
Service (%)	17.20%	17.31%	20.14%	24.25%	25.72%	12.77%	15.02%	13.64%	14.59%
Sales and office	4,084	10,276	5,451	3,249	569	3,495	64,628	173,947	658,386
Sales and office (%)	23.42%	25.14%	22.75%	27.63%	16.97%	19.04%	25.29%	23.85%	24.91%
Farming, fishing, and forestry	76	157	152	89	4	119	839	1,014	8,140
Farming, fishing, and forestry (%)	0.44%	0.38%	0.63%	0.76%	0.12%	0.65%	0.33%	0.14%	0.31%
Construction, extraction, and maintenance	2,030	3,525	2,977	1,434	360	1,616	26,977	39,864	219,533
Construction, extraction, and maintenance (%)	6.20%	6.11%	6.78%	6.49%	5.53%	5.53%	6.36%	3.36%	5.22%
Production, transportation, and material moving	1,979	3,480	3,488	1,269	493	1,609	43,602	72,585	347,624
Production, transportation, and material moving (%)	11.35%	8.51%	14.56%	10.79%	14.71%	8.77%	17.07%	9.95%	13.15%

Table 21: II Economic Data Profile - Part C. Occupation

Route 66: II Economic Data Profile								
Section	1	2	3	4	5	6	7	8
	Chicago, IL	Pontiac, IL	Springfield, IL	St. Louis, MO	Rolla, MO	Springfield, MO	Baxter Springs, KS	
C. Occupation								
Population 16 Years and Over in Labor Force	482,027	136,305	144,562	481,651	92,254	155,331	81,949	270,251
Military	145	230	282	445	1,533	139	41	467
Military (%)	0.05%	0.24%	0.30%	0.14%	2.62%	0.14%	0.08%	0.27%
Employed Civilian	283,271	90,072	88,106	299,586	53,836	93,555	47,345	164,322
Employed Civilian (%)	93.09%	95.24%	94.08%	94.57%	92.07%	92.38%	95.01%	95.26%
Management, professional, and related	82,171	32,141	27,969	106,105	13,540	22,552	12,369	54,087
Management, professional, and related (%)	27.00%	33.99%	29.87%	33.49%	23.16%	22.27%	24.82%	31.35%
Service	40,706	13,957	14,494	44,794	8,849	16,295	7,822	24,057
Service (%)	13.38%	14.76%	15.48%	14.14%	15.13%	16.09%	15.70%	13.95%
Sales and office	76,256	25,698	23,666	82,711	13,078	24,871	11,536	48,175
Sales and office (%)	25.06%	27.17%	25.27%	26.11%	22.37%	24.56%	23.15%	27.93%
Farming, fishing, and forestry	485	338	323	475	555	521	531	368
Farming, fishing, and forestry (%)	0.16%	0.36%	0.34%	0.15%	0.95%	0.51%	1.07%	0.21%
Construction, extraction, and maintenance	27,857	7,397	8,504	25,346	5,932	9,187	5,773	16,285
Construction, extraction, and maintenance (%)	9.15%	7.82%	9.08%	8.00%	10.15%	9.07%	11.59%	9.44%
Production, transportation, and material moving	55,796	10,541	13,150	40,155	11,882	20,129	9,314	21,350
Production, transportation, and material moving (%)	18.34%	11.15%	14.04%	12.68%	20.32%	19.88%	18.69%	12.38%

Route 66: II Economic Data Profile								
Section	9	10	11	12	13	14	15	16
	Oklahoma		Shamrock, TX	Amarillo, TX	Tucumcari, NM	Santa Rosa, NM	Albuquerque, NM	Grants, NM
C. Occupation								
Population 16 Years and Over in Labor Force	60,329	23,794	12,569	98,521	3,914	291,825	37,274	31,035
Military	89	23	4	65	10	2,273	172	2
Military (%)	0.23%	0.17%	0.06%	0.11%	0.45%	1.21%	0.70%	0.01%
Employed Civilian	36,752	12,757	6,486	56,394	2,137	175,726	22,731	15,329
Employed Civilian (%)	95.47%	94.36%	97.02%	93.78%	96.04%	93.38%	92.28%	89.18%
Management, professional, and related	10,748	3,634	1,922	16,211	724	67,183	6,596	5,289
Management, professional, and related (%)	27.92%	26.88%	28.75%	26.96%	32.54%	35.70%	26.78%	30.77%
Service	5,707	2,423	1,212	10,345	324	29,262	3,909	2,762
Service (%)	14.82%	17.92%	18.13%	17.20%	14.56%	15.55%	15.87%	16.07%
Sales and office	10,148	2,958	1,330	14,809	594	46,287	7,094	3,476
Sales and office (%)	26.36%	21.88%	19.90%	24.63%	26.70%	24.60%	28.80%	20.22%
Farming, fishing, and forestry	479	229	250	456	77	469	5	129
Farming, fishing, and forestry (%)	1.24%	1.69%	3.74%	0.76%	3.46%	0.25%	0.02%	0.75%
Construction, extraction, and maintenance	4,102	1,809	761	6,191	248	17,320	2,232	1,806
Construction, extraction, and maintenance (%)	6.80%	7.60%	6.05%	6.28%	6.34%	5.94%	5.99%	5.82%
Production, transportation, and material moving	5,568	1,704	1,011	8,382	170	15,205	2,895	1,867
Production, transportation, and material moving (%)	14.46%	12.60%	15.12%	13.94%	7.64%	8.08%	11.75%	10.86%

Table 20: ***(continued)***

Route 66: II Economic Data Profile									
Section	17	18	19	20	21	22	23	24	Totals
	Gallup, NM	Winslow, AZ	Hackberry, AZ	Needles, CA	Amboy, CA	Barstow, CA	Claremont, CA	Santa Monica, CA	Census Tracts
B. Employment									
Total Population 16 Years and Over	32,735	57,646	43,895	22,108	6,511	29,232	424,021	1,186,367	4,206,106
Labor Force	17,440	40,871	23,963	11,757	3,352	18,357	255,502	729,295	2,642,990
Labor Force (%)	53.28%	70.90%	54.59%	53.18%	51.48%	62.80%	60.26%	61.47%	62.84%
Labor Force (Civilian)	17,429	40,846	23,931	11,757	3,159	13,940	254,909	728,972	2,631,476
Labor Force (Civilian) (%)	99.94%	99.94%	99.87%	100.00%	94.24%	75.94%	99.77%	99.96%	99.56%
Employed Labor Force (Civilian)	15,128	38,512	22,116	10,800	2,924	12,288	231,302	671,264	2,452,739
Employed Labor Force (Civilian) (%)	86.74%	94.23%	92.29%	91.86%	87.23%	66.94%	90.53%	92.04%	92.80%
Unemployed Labor Force (Civilian)	2,301	2,334	1,815	957	235	1,652	23,607	57,708	178,737
Unemployed Labor Force (Civilian) (%)	13.19%	5.71%	7.57%	8.14%	7.01%	9.00%	9.24%	7.91%	6.76%
Labor Force (Armed Forces)	11	25	32	0	193	4,417	593	323	11,514
Labor Force (Armed Forces) (%)	0.06%	0.06%	0.13%	0.00%	5.76%	24.06%	0.23%	0.04%	0.44%
Not in Labor Force	15,295	16,775	19,932	10,351	3,159	10,875	168,519	457,072	1,563,116
Not in Labor Force (%)	46.72%	29.10%	45.41%	46.82%	48.52%	37.20%	39.74%	38.53%	37.16%

Table 20: II Economic Data Profile - Part B. Employment

Route 66: II Economic Data Profile								
Section	1	2	3	4	5	6	7	8
	Chicago, IL	Pontiac, IL	Springfield, IL	St. Louis, MO	Rolla, MO	Springfield, MO	Baxter Springs, KS	
B. Employment								
Total Population 16 Years and Over	482,027	136,305	144,562	481,651	92,254	155,331	81,949	270,251
Labor Force	304,283	94,573	93,650	316,804	58,470	101,267	49,831	172,500
Labor Force (%)	63.13%	69.38%	64.78%	65.77%	63.38%	65.19%	60.81%	63.83%
Labor Force (Civilian)	304,138	94,343	93,368	316,359	56,937	101,128	49,790	172,033
Labor Force (Civilian) (%)	99.95%	99.76%	99.70%	99.86%	97.38%	99.86%	99.92%	99.73%
Employed Labor Force (Civilian)	283,271	90,072	88,106	299,586	53,836	93,555	47,345	164,322
Employed Labor Force (Civilian) (%)	93.09%	95.24%	94.08%	94.57%	92.07%	92.38%	95.01%	95.26%
Unemployed Labor Force (Civilian)	20,867	4,271	5,262	16,773	3,101	7,573	2,445	7,711
Unemployed Labor Force (Civilian) (%)	6.86%	4.52%	5.62%	5.29%	5.30%	7.48%	4.91%	4.47%
Labor Force (Armed Forces)	145	230	282	445	1,533	139	41	467
Labor Force (Armed Forces) (%)	0.05%	0.24%	0.30%	0.14%	2.62%	0.14%	0.08%	0.27%
Not in Labor Force	177,744	41,732	50,912	164,847	33,784	54,064	32,118	97,751
Not in Labor Force (%)	36.87%	30.62%	35.22%	34.23%	36.62%	34.81%	39.19%	36.17%

Route 66: II Economic Data Profile								
Section	9	10	11	12	13	14	15	16
	Oklahoma		Shamrock, TX	Amarillo, TX	Tucumcari, NM	Santa Rosa, NM	Albuquerque, NM	Grants, NM
B. Employment								
Total Population 16 Years and Over	60,329	23,794	12,569	98,521	3,914	291,825	37,274	31,035
Labor Force	38,497	13,519	6,685	60,136	2,225	188,193	24,632	17,188
Labor Force (%)	63.81%	56.82%	53.19%	61.04%	56.85%	64.49%	66.08%	55.38%
Labor Force (Civilian)	38,408	13,496	6,681	60,071	2,215	185,920	24,460	17,186
Labor Force (Civilian) (%)	99.77%	99.83%	99.94%	99.89%	99.55%	98.79%	99.30%	99.99%
Employed Labor Force (Civilian)	36,752	12,757	6,486	56,394	2,137	175,726	22,731	15,329
Employed Labor Force (Civilian) (%)	95.47%	94.36%	97.02%	93.78%	96.04%	93.38%	92.28%	89.18%
Unemployed Labor Force (Civilian)	1,656	739	195	3,677	78	10,194	1,729	1,857
Unemployed Labor Force (Civilian) (%)	4.30%	5.47%	2.92%	6.11%	3.51%	5.42%	7.02%	10.80%
Labor Force (Armed Forces)	89	23	4	65	10	2,273	172	2
Labor Force (Armed Forces) (%)	0.23%	0.17%	0.06%	0.11%	0.45%	1.21%	0.70%	0.01%
Not in Labor Force	21,832	10,275	5,884	38,385	1,689	103,632	12,642	13,847
Not in Labor Force (%)	36.19%	43.18%	46.81%	38.96%	43.15%	35.51%	33.92%	44.62%

Table 19: ***(continued)***

Route 66: II Economic Data Profile									
Section	17	18	19	20	21	22	23	24	Totals
	Gallup, NM	Winslow, AZ	Hackberry, AZ	Needles, CA	Amboy, CA	Barstow, CA	Claremont, CA	Santa Monica, CA	Census Tracts
A. Income and Poverty									
Total Household	14,170	26,729	22,464	11,147	3,543	13,506	184,952	570,935	2,039,338
Median household income in 1999	$28,917	$37,660	$26,020	$30,419	$26,059	$37,174	$38,803	$45,693	$40,760
Mean income (dollars); Households	$36,337	$49,116	$39,173	$38,483	$35,835	$45,513	$48,803	$65,161	$54,834
Total Household Income	$514,888,279	$1,312,825,329	$879,977,972	$428,973,007	$126,964,194	$614,692,913	$9,026,171,244	$37,202,690,014	111,824,050,462
Median family income in 1999	$33,228	$45,184	$31,867	$34,787	$34,205	$42,489	$41,436	$54,261	$48,070
Household income; Under $15,000	4,120	4,603	5,205	2,113	1,035	2,178	31,339	109,891	359,357
$15,000 to $24,999	2,298	3,702	4,286	2,054	645	2,149	25,715	72,632	283,658
$25,000 to $34,999	2,011	3,889	3,593	2,002	427	2,139	24,182	68,195	271,712
$35,000 to $49,999	2,060	4,715	3,663	2,124	529	2,376	31,889	81,896	333,902
$50,000 to $74,999	2,143	4,899	3,373	1,814	588	2,591	37,976	93,031	372,306
$75,000 to $99,999	1,002	2,580	1,461	676	191	1,216	18,373	52,679	187,795
$100,000 to $149,999	398	1,601	583	254	94	678	11,645	48,896	140,350
$150,000 or more	138	740	300	110	34	179	3,833	43,715	90,258
Per capita income in 1999	$11,666	$18,178	$15,225	$15,097	$15,381	$16,210	$14,719	$26,283	$20,951
%Population Under Poverty Level (<1) in 1999	29.87%	17.56%	15.37%	12.47%	24.77%	13.58%	18.47%	17.53%	14.90%
%Population Above Poverty Level (>=1) in 1999	70.13%	82.44%	84.63%	87.53%	75.23%	86.42%	81.53%	82.47%	85.10%

Table 19: II Economic Data Profile - Part A. Income and Poverty

Route 66: II Economic Data Profile								
Section	1	2	3	4	5	6	7	8
	Chicago, IL	Pontiac, IL	Springfield, IL	St. Louis, MO	Rolla, MO	Springfield, MO	Baxter Springs, KS	
A. Income and Poverty								
Total Household	213,354	67,095	71,191	254,356	46,377	77,446	40,984	144,951
Median household income in 1999	$41,947	$49,874	$38,806	$42,301	$31,487	$29,878	$36,599	$37,888
Mean income (dollars); Households	$62,131	$56,381	$51,392	$56,118	$40,717	$38,041	$42,545	$47,846
Total Household Income	$13,255,884,151	$3,782,895,577	$3,658,634,018	$14,274,007,958	$1,888,316,857	$2,946,135,262	$1,743,664,413	$6,935,266,374
Median family income in 1999	$48,123	$57,697	$45,835	$51,213	$37,711	$35,729	$41,607	$45,785
Household income; Under $15,000	28,215	8,126	12,081	37,100	9,718	18,340	8,017	25,677
$15,000 to $24,999	23,238	8,653	8,831	34,038	8,420	14,460	7,035	23,219
$25,000 to $34,999	23,404	7,919	9,596	34,348	7,218	12,987	6,366	22,896
$35,000 to $49,999	33,786	11,616	11,824	44,295	8,768	13,692	7,264	25,642
$50,000 to $74,999	45,399	15,061	14,819	51,298	7,499	11,103	7,643	24,621
$75,000 to $99,999	26,718	7,848	7,224	25,189	2,422	3,922	2,649	10,944
$100,000 to $149,999	21,918	5,494	4,867	17,254	1,492	1,864	1,365	7,402
$150,000 or more	10,676	2,378	1,949	10,834	840	1,078	645	4,550
Per capita income in 1999	$19,416	$21,848	$18,353	$23,018	$16,649	$15,320	$17,047	$20,851
%Population Under Poverty Level (<1) in 1999	11.59%	9.17%	12.20%	10.53%	14.69%	16.47%	12.37%	12.55%
%Population Above Poverty Level (>=1) in 1999	88.41%	90.83%	87.80%	89.47%	85.31%	83.53%	87.63%	87.45%

Route 66: II Economic Data Profile								
Section	9	10	11	12	13	14	15	16
	Oklahoma		Shamrock, TX	Amarillo, TX	Tucumcari, NM	Santa Rosa, NM	Albuquerque, NM	Grants, NM
A. Income and Poverty								
Total Household	28,499	11,464	5,789	47,365	2,104	149,233	17,569	14,115
Median household income in 1999	$36,582	$28,353	$33,983	$35,216	$28,411	$39,151	$32,307	$30,592
Mean income (dollars); Households	$44,806	$39,224	$43,532	$68,376	$39,325	$50,922	$44,847	$38,018
Total Household Income	$1,276,939,452	$449,662,489	$252,005,253	$2,246,870,525	$82,740,664	$7,599,307,248	$787,910,016	$536,627,253
Median family income in 1999	$42,663	$34,801	$41,763	$41,984	$34,223	$46,433	$33,613	$33,402
Household income; Under $15,000	5,148	2,821	1,201	9,570	612	25,662	2,716	3,869
$15,000 to $24,999	4,383	2,093	883	7,608	360	21,924	2,673	2,359
$25,000 to $34,999	4,413	1,819	839	7,181	320	21,011	2,781	2,176
$35,000 to $49,999	4,919	1,858	1,062	7,967	258	25,800	3,571	2,328
$50,000 to $74,999	5,581	1,776	1,051	7,703	325	26,526	3,615	1,871
$75,000 to $99,999	2,178	572	476	3,592	156	13,631	1,293	803
$100,000 to $149,999	1,385	344	194	2,307	38	9,135	677	465
$150,000 or more	492	181	83	1,437	35	5,544	243	244
Per capita income in 1999	$16,658	$15,186	$16,351	$17,873	$17,713	$21,090	$13,730	$12,962
%Population Under Poverty Level (<1) in 1999	12.72%	16.74%	10.86%	6.05%	18.00%	13.81%	16.64%	28.03%
%Population Above Poverty Level (>=1) in 1999	87.28%	83.26%	89.14%	93.95%	82.00%	86.19%	83.36%	71.97%

Table 18: I Demographic Data Profile - Part G. Educational Attainment

Route 66: I Demographic Data Profile									
Section	1	2	3	4	5	6	7	8	
	Chicago, IL	Pontiac, IL	Springfield, IL	St. Louis, MO	Rolla, MO	Springfield, MO	Baxter Springs, KS		
G. Educational Attainment									
Total Population 25 Years and Over	397,131	112,276	120,235	411,816	75,802	121,446	69,870	227,455	
High School or Less	215,013	51,182	61,088	182,628	45,359	69,371	39,103	98,321	
High School or Less (%)	54.14%	45.59%	50.81%	44.35%	59.84%	57.12%	55.97%	43.23%	
Some College	78,512	23,696	28,016	93,992	15,277	28,413	15,795	57,810	
Some College (%)	19.77%	21.11%	23.30%	22.82%	20.15%	23.40%	22.61%	25.42%	
College	76,065	27,843	22,843	93,580	11,007	17,704	11,839	51,090	
College (%)	19.15%	24.80%	19.00%	22.72%	14.52%	14.58%	16.94%	22.46%	
Graduate Work	27,541	9,555	8,288	41,616	4,159	5,958	3,133	20,234	
Graduate Work (%)	6.93%	8.51%	6.89%	10.11%	5.49%	4.91%	4.48%	8.90%	

Route 66: I Demographic Data Profile									
Section	9	10	11	12	13	14	15	16	
	Oklahoma		Shamrock, TX	Amarillo, TX	Tucumcari, NM	Santa Rosa, NM	Albuquerque, NM	Grants, NM	
G. Educational Attainment									
Total Population 25 Years and Over	48,386	19,854	10,895	81,295	3,435	246,560	29,853	24,917	
High School or Less	24,137	11,548	6,117	40,585	1,951	100,689	15,707	14,729	
High School or Less (%)	49.88%	58.16%	56.15%	49.92%	56.80%	40.84%	52.61%	59.11%	
Some College	12,470	4,380	2,766	20,316	683	56,757	7,184	5,052	
Some College (%)	25.77%	22.06%	25.39%	24.99%	19.88%	23.02%	24.06%	20.28%	
College	8,723	2,790	1,661	14,921	503	55,802	5,349	3,409	
College (%)	18.03%	14.05%	15.25%	18.35%	14.64%	22.63%	17.92%	13.68%	
Graduate Work	3,056	1,136	351	5,473	298	33,312	1,613	1,727	
Graduate Work (%)	6.32%	5.72%	3.22%	6.73%	8.68%	13.51%	5.40%	6.93%	

Route 66: I Demographic Data Profile									
Section	17	18	19	20	21	22	23	24	Totals
	Gallup, NM	Winslow, AZ	Hackberry, AZ	Needles, CA	Amboy, CA	Barstow, CA	Claremont, CA	Santa Monica, CA	Census Tracts
G. Educational Attainment									
Total Population 25 Years and Over	25,978	41,915	38,372	20,023	5,599	23,314	340,177	997,312	3,493,916
High School or Less	14,927	13,865	21,688	12,448	3,129	11,161	187,960	410,068	1,652,774
High School or Less (%)	57.46%	33.08%	56.52%	62.17%	55.88%	47.87%	55.25%	41.12%	47.30%
Some College	6,426	11,126	10,184	5,077	1,429	6,596	85,823	186,288	764,068
Some College (%)	24.74%	26.54%	26.54%	25.36%	25.52%	28.29%	25.23%	18.68%	21.87%
College	3,553	11,520	5,012	2,040	768	4,419	52,736	269,302	754,479
College (%)	13.68%	27.48%	13.06%	10.19%	13.72%	18.95%	15.50%	27.00%	21.59%
Graduate Work	1,072	5,404	1,488	458	273	1,138	13,658	131,654	322,595
Graduate Work (%)	4.13%	12.89%	3.88%	2.29%	4.88%	4.88%	4.01%	13.20%	9.23%

Table 17: ***(continued)***

Route 66: I Demographic Data Profile									
Section	17	18	19	20	21	22	23	24	Totals
	Gallup, NM	Winslow, AZ	Hackberry, AZ	Needles, CA	Amboy, CA	Barstow, CA	Claremont, CA	Santa Monica, CA	Census Tracts
F. Household Size									
Total Household	14,172	26,771	22,408	11,108	3,534	13,482	184,812	570,631	2,038,128
Average Household Size	3.20	2.70	2.45	2.48	2.39	2.82	3.25	2.50	2.61
1-person household	2,744	5,974	5,773	2,417	1,117	2,733	33,127	197,626	577,752
% 1-person household	19.36%	22.32%	25.76%	21.76%	31.61%	20.27%	17.92%	34.63%	28.35%
2-person household	3,584	9,159	8,945	4,886	1,214	4,171	46,237	160,401	622,396
% 2-person household	25.29%	34.21%	39.92%	43.99%	34.35%	30.94%	25.02%	28.11%	30.54%
3-person household	2,293	4,574	3,102	1,594	485	2,507	31,456	78,201	316,113
% 3-person household	16.18%	17.09%	13.84%	14.35%	13.72%	18.60%	17.02%	13.70%	15.51%
4-person household	2,173	3,829	2,398	1,192	373	2,155	31,943	65,896	274,070
% 4-person household	15.33%	14.30%	10.70%	10.73%	10.55%	15.98%	17.28%	11.55%	13.45%
5-person household	1,557	1,816	1,310	593	205	1,196	20,893	35,829	141,103
% 5-person household	10.99%	6.78%	5.85%	5.34%	5.80%	8.87%	11.31%	6.28%	6.92%
6-person household	918	754	557	269	72	425	10,931	17,208	60,064
% 6-person household	6.48%	2.82%	2.49%	2.42%	2.04%	3.15%	5.91%	3.02%	2.95%
7-or-more-person household	903	665	323	157	68	295	10,225	15,470	46,630
% 7-or-more-person household	6.37%	2.48%	1.44%	1.41%	1.92%	2.19%	5.53%	2.71%	2.29%

Table 17: I Demographic Data Profile - Part F. Household Size

Route 66: I Demographic Data Profile								
Section	1	2	3	4	5	6	7	8
	Chicago, IL	Pontiac, IL	Springfield, IL	St. Louis, MO	Rolla, MO	Springfield, MO	Baxter Springs, KS	
F. Household Size								
Total Household	213,056	67,059	71,231	254,188	46,323	77,279	40,896	145,019
Average Household Size	2.94	2.54	2.57	2.40	2.51	2.42	2.53	2.32
1-person household	48,197	16,285	17,517	79,133	11,463	22,454	9,936	46,207
% 1-person household	22.62%	24.28%	24.59%	31.13%	24.75%	29.06%	24.30%	31.86%
2-person household	56,774	23,307	23,577	81,477	16,631	26,323	14,688	50,165
% 2-person household	26.65%	34.76%	33.10%	32.05%	35.90%	34.06%	35.92%	34.59%
3-person household	35,488	11,297	12,532	39,380	7,745	12,421	6,780	21,706
% 3-person household	16.66%	16.85%	17.59%	15.49%	16.72%	16.07%	16.58%	14.97%
4-person household	35,669	10,272	10,733	32,339	6,381	9,696	5,598	16,200
% 4-person household	16.74%	15.32%	15.07%	12.72%	13.78%	12.55%	13.69%	11.17%
5-person household	20,746	4,158	4,618	14,385	2,716	4,117	2,596	6,979
% 5-person household	9.74%	6.20%	6.48%	5.66%	5.86%	5.33%	6.35%	4.81%
6-person household	8,950	1,218	1,481	4,915	888	1,472	884	2,445
% 6-person household	4.20%	1.82%	2.08%	1.93%	1.92%	1.90%	2.16%	1.69%
7-or-more-person household	7,232	522	773	2,559	499	796	414	1,317
% 7-or-more-person household	3.39%	0.78%	1.09%	1.01%	1.08%	1.03%	1.01%	0.91%

Route 66: I Demographic Data Profile								
Section	9	10	11	12	13	14	15	16
	Oklahoma		Shamrock, TX	Amarillo, TX	Tucumcari, NM	Santa Rosa, NM	Albuquerque, NM	Grants, NM
F. Household Size								
Total Household	28,508	11,442	5,787	47,388	2,038	149,217	17,602	14,177
Average Household Size	2.58	2.48	2.44	2.58	2.38	2.48	3.13	3.01
1-person household	6,808	3,136	1,560	12,341	587	43,860	3,470	3,287
% 1-person household	23.88%	27.41%	26.96%	26.04%	28.80%	29.39%	19.71%	23.19%
2-person household	9,773	3,918	2,150	15,452	772	50,056	4,869	3,867
% 2-person household	34.28%	34.24%	37.15%	32.61%	37.88%	33.55%	27.66%	27.28%
3-person household	4,824	1,770	820	7,685	296	23,242	3,568	2,347
% 3-person household	16.92%	15.47%	14.17%	16.22%	14.52%	15.58%	20.27%	16.55%
4-person household	4,360	1,576	713	6,549	232	18,687	3,021	2,085
% 4-person household	15.29%	13.77%	12.32%	13.82%	11.38%	12.52%	17.16%	14.71%
5-person household	1,846	693	382	3,282	104	8,283	1,541	1,258
% 5-person household	6.48%	6.06%	6.60%	6.93%	5.10%	5.55%	8.75%	8.87%
6-person household	583	237	118	1,283	32	3,064	666	694
% 6-person household	2.05%	2.07%	2.04%	2.71%	1.57%	2.05%	3.78%	4.90%
7-or-more-person household	314	112	44	796	15	2,025	467	639
% 7-or-more-person household	1.10%	0.98%	0.76%	1.68%	0.74%	1.36%	2.65%	4.51%

Table 16: I Demographic Data Profile - Part E. Marital Status

Route 66: I Demographic Data Profile									
Section	1	2	3	4	5	6	7	8	
	Chicago, IL	Pontiac, IL	Springfield, IL	St. Louis, MO	Rolla, MO	Springfield, MO	Baxter Springs, KS		
E. Marital Status									
Total Population 15 Years and Over	491,196	138,851	147,428	490,664	93,974	158,061	83,435	274,528	
Never Married	144,693	35,012	39,367	141,349	19,093	41,725	14,267	66,722	
Never Married (%)	29.46%	25.22%	26.70%	28.81%	20.32%	26.40%	17.10%	24.30%	
Now Married	270,949	80,229	79,417	248,827	57,588	83,315	51,900	146,765	
Now Married (%)	55.16%	57.78%	53.87%	50.71%	61.28%	52.71%	62.20%	53.46%	
Divorced, Widowed or Separated	75,554	23,610	28,644	100,488	17,293	33,021	17,268	61,041	
Divorced, Widowed or Separated (%)	15.38%	17.00%	19.43%	20.48%	18.40%	20.89%	20.70%	22.23%	

Route 66: I Demographic Data Profile									
Section	9	10	11	12	13	14	15	16	
	Oklahoma		Shamrock, TX	Amarillo, TX	Tucumcari, NM	Santa Rosa, NM	Albuquerque, NM	Grants, NM	
E. Marital Status									
Total Population 15 Years and Over	61,585	24,306	12,829	100,255	3,987	296,813	38,023	31,845	
Never Married	14,041	5,053	1,793	21,114	709	86,181	12,365	10,891	
Never Married (%)	22.80%	20.79%	13.98%	21.06%	17.78%	29.04%	32.52%	34.20%	
Now Married	35,818	14,041	8,819	58,365	2,419	148,057	18,291	14,927	
Now Married (%)	58.16%	57.77%	68.74%	58.22%	60.67%	49.88%	48.11%	46.87%	
Divorced, Widowed or Separated	11,726	5,212	2,217	20,776	859	62,575	7,367	6,027	
Divorced, Widowed or Separated (%)	19.04%	21.44%	17.28%	20.72%	21.55%	21.08%	19.38%	18.93%	

Route 66: I Demographic Data Profile									
Section	17	18	19	20	21	22	23	24	Totals
	Gallup, NM	Winslow, AZ	Hackberry, AZ	Needles, CA	Amboy, CA	Barstow, CA	Claremont, CA	Santa Monica, CA	Census Tracts
E. Marital Status									
Total Population 15 Years and Over	33,823	58,835	44,667	22,539	6,631	29,923	434,424	1,202,154	4,280,776
Never Married	11,914	22,698	8,109	3,612	1,530	6,725	128,299	452,131	1,289,393
Never Married (%)	35.22%	38.58%	18.15%	16.03%	23.07%	22.47%	29.53%	37.61%	30.12%
Now Married	16,618	27,740	26,243	13,295	3,137	17,580	226,722	537,418	2,188,480
Now Married (%)	49.13%	47.15%	58.75%	58.99%	47.31%	58.75%	52.19%	44.70%	51.12%
Divorced, Widowed or Separated	5,291	8,397	10,315	5,632	1,964	5,618	79,403	212,605	802,903
Divorced, Widowed or Separated (%)	15.64%	14.27%	23.09%	24.99%	29.62%	18.77%	18.28%	17.69%	18.76%

Table 15: ***(continued)***

Route 66: I Demographic Data Profile									
Section	17	18	19	20	21	22	23	24	Totals
	Gallup, NM	Winslow, AZ	Hackberry, AZ	Needles, CA	Amboy, CA	Barstow, CA	Claremont, CA	Santa Monica, CA	Census Tracts
D. Gender and Age									
Total population: Male	24,047	37,510	27,942	13,917	4,235	20,972	303,693	737,714	2,705,344
% Male	50.11%	49.92%	50.09%	50.43%	49.96%	52.18%	49.57%	49.78%	49.38%
Total population: Female	23,945	37,629	27,837	13,680	4,241	19,220	308,913	744,152	2,773,788
% Female	49.89%	50.08%	49.91%	49.57%	50.04%	47.82%	50.43%	50.22%	50.62%
Median age (years)	29.5	30.4	43.7	45.9	42.8	33.4	29.7	34.6	34.9
Under 20 years of age	18,948	22,871	14,843	6,776	2,416	13,161	229,170	374,303	1,593,548
% Under 20 years of age	39.48%	30.44%	26.61%	24.55%	28.50%	32.75%	37.41%	25.26%	29.08%
20-29	6,016	16,649	5,337	2,078	836	6,792	88,158	252,143	816,851
30-39	6,640	10,592	6,892	3,385	949	6,035	96,607	269,094	870,809
40-49	6,544	11,220	8,400	3,920	1,308	5,015	84,594	215,495	804,850
50-59	4,522	7,196	7,382	3,973	1,099	3,516	51,297	149,099	564,308
60-69	2,813	3,779	6,261	4,023	886	2,709	30,592	94,023	366,669
70 or over	2,509	2,832	6,664	3,442	982	2,964	32,188	127,709	462,097
Over 60	5,322	6,611	12,925	7,465	1,868	5,673	62,780	221,732	828,766
% Over 60	11.09%	8.80%	23.17%	27.05%	22.04%	14.11%	10.25%	14.96%	15.13%

Table 15: I Demographic Data Profile - Part D. Gender and Age

Route 66: I Demographic Data Profile								
Section	1	2	3	4	5	6	7	8
	Chicago, IL	Pontiac, IL	Springfield, IL	St. Louis, MO	Rolla, MO	Springfield, MO	Baxter Springs, KS	Tulsa, OK
D. Gender and Age								
Total population: Male	328,074	86,244	90,820	296,813	59,701	96,802	52,087	164,589
% Male	50.66%	48.71%	48.26%	47.74%	49.83%	48.91%	48.93%	48.06%
Total population: Female	319,474	90,824	97,368	324,940	60,104	101,120	54,360	177,883
% Female	49.34%	51.29%	51.74%	52.26%	50.17%	51.09%	51.07%	51.94%
Median age (years)	32.6	35.4	35.2	36.5	35.3	33.6	37.1	37.3
Under 20 years of age	203,542	50,698	55,276	172,728	35,392	57,174	30,931	91,375
% Under 20 years of age	31.43%	28.63%	29.37%	27.78%	29.54%	28.89%	29.06%	26.68%
20-29	100,524	25,604	24,726	79,354	16,094	33,481	11,884	48,699
30-39	109,570	26,738	27,071	94,092	17,239	27,267	14,464	47,541
40-49	91,553	27,979	28,844	96,341	17,639	27,259	15,018	50,900
50-59	60,780	19,644	20,561	66,632	13,501	20,164	13,000	39,413
60-69	37,041	11,796	13,989	45,111	9,560	13,941	9,787	27,377
70 or over	44,538	14,609	17,721	67,495	10,380	18,636	11,363	37,167
Over 60	81,579	26,405	31,710	112,606	19,940	32,577	21,150	64,544
% Over 60	12.60%	14.91%	16.85%	18.11%	16.64%	16.46%	19.87%	18.85%

Route 66: I Demographic Data Profile								
Section	9	10	11	12	13	14	15	16
	Oklahoma City, OK	Clinton, OK	Shamrock, TX	Amarillo, TX	Tucumcari, NM	Santa Rosa, NM	Albuquerque, NM	Grants, NM
D. Gender and Age								
Total population: Male	39,116	15,453	8,362	65,203	2,327	183,116	25,326	21,281
% Male	50.38%	50.79%	53.06%	50.19%	48.24%	49.02%	48.25%	48.68%
Total population: Female	38,522	14,974	7,398	64,700	2,497	190,400	27,168	22,439
% Female	49.62%	49.21%	46.94%	49.81%	51.76%	50.98%	51.75%	51.32%
Median age (years)	35.2	37.6	41.3	35.3	43.1	37.6	28.5	32.3
Under 20 years of age	23,110	8,472	4,111	39,832	1,294	102,906	18,354	15,865
% Under 20 years of age	29.77%	27.84%	26.09%	30.66%	26.82%	27.55%	34.96%	36.29%
20-29	11,072	3,999	1,690	18,257	440	48,399	9,120	5,499
30-39	11,121	4,221	2,104	18,364	518	55,027	9,246	6,032
40-49	11,694	4,589	2,388	19,370	666	60,698	7,000	6,416
50-59	8,643	3,166	1,824	13,232	678	46,303	4,330	4,353
60-69	5,705	2,461	1,608	9,569	541	27,795	2,400	2,902
70 or over	6,293	3,519	2,035	11,279	687	32,388	2,044	2,653
Over 60	11,998	5,980	3,643	20,848	1,228	60,183	4,444	5,555
% Over 60	15.45%	19.65%	23.12%	16.05%	25.46%	16.11%	8.47%	12.71%

Table 14: ***(continued)***

Route 66: I Demographic Data Profile									
Section	17	18	19	20	21	22	23	24	Totals
	Gallup, NM	Winslow, AZ	Hackberry, AZ	Needles, CA	Amboy, CA	Barstow, CA	Claremont, CA	Santa Monica, CA	Census Tracts
B. Race									
White alone	16,110	53,476	48,415	25,109	6,667	27,217	319,890	832,100	3,697,718
% White alone	33.57%	71.17%	86.80%	90.98%	78.66%	67.72%	52.22%	56.15%	67.49%
Black or African American alone	799	983	380	139	195	3,973	75,405	69,250	441,806
% Black or African American alone	1.66%	1.31%	0.68%	0.50%	2.30%	9.89%	12.31%	4.67%	8.06%
American Indian and Alaska Native alone	25,641	14,180	2,987	773	570	744	7,315	11,074	155,841
% American Indian and Alaska Native alone	53.43%	18.87%	5.36%	2.80%	6.72%	1.85%	1.19%	0.75%	2.84%
Asian alone	244	720	467	210	130	1,030	21,896	211,252	304,832
% Asian alone	0.51%	0.96%	0.84%	0.76%	1.53%	2.56%	3.57%	14.26%	5.56%
Native Hawaiian and other pacific islander	15	72	83	32	19	293	1,954	1,744	5,761
% Native Hawaiian and other pacific islander	0.03%	0.10%	0.15%	0.12%	0.22%	0.73%	0.32%	0.12%	0.11%
Other	3,586	3,726	2,044	781	411	4,672	152,696	277,676	670,010
% Other	7.47%	4.96%	3.66%	2.83%	4.85%	11.62%	24.93%	18.74%	12.23%
Two Races or More	1,597	1,982	1,403	553	484	2,263	33,450	78,770	203,164
% Two Races or More	3.33%	2.64%	2.52%	2.00%	5.71%	5.63%	5.46%	5.32%	3.71%
C. Ethnicity									
Hispanic	7,721	9,924	5,761	2,866	1,286	9,112	277,294	542,380	1,342,381
% Hispanic	16.09%	13.21%	10.33%	10.39%	15.17%	22.67%	45.26%	36.60%	24.50%

Table 14: I Demographic Data Profile - Part B. Race & Part C. Ethnicity

Route 66: I Demographic Data Profile								
Section	1	2	3	4	5	6	7	8
	Chicago, IL	Pontiac, IL	Springfield, IL	St. Louis, MO	Rolla, MO	Springfield, MO	Baxter Springs, KS	Tulsa, OK
B. Race								
White alone	428,012	156,814	151,977	477,184	111,693	182,476	81,267	261,501
% White alone	66.10%	88.56%	80.76%	76.75%	93.23%	92.20%	76.35%	76.36%
Black or African American alone	58,147	14,480	31,161	120,289	2,971	4,343	1,144	33,386
% Black or African American alone	8.98%	8.18%	16.56%	19.35%	2.48%	2.19%	1.07%	9.75%
American Indian and Alaska Native alone	2,599	300	475	1,510	823	2,327	15,148	16,490
% American Indian and Alaska Native alone	0.40%	0.17%	0.25%	0.24%	0.69%	1.18%	14.23%	4.81%
Asian alone	34,424	2,138	1,149	10,023	1,412	1,491	294	7,685
% Asian alone	5.32%	1.21%	0.61%	1.61%	1.18%	0.75%	0.28%	2.24%
Native Hawaiian and other pacific islander	282	41	58	185	99	146	76	169
% Native Hawaiian and other pacific islander	0.04%	0.02%	0.03%	0.03%	0.08%	0.07%	0.07%	0.05%
Other	108,346	1,173	1,470	3,510	666	2,848	956	8,939
% Other	16.73%	0.66%	0.78%	0.56%	0.56%	1.44%	0.90%	2.61%
Two Races or More	15,738	2,122	1,898	9,052	2,141	4,291	7,562	14,302
% Two Races or More	2.43%	1.20%	1.01%	1.46%	1.79%	2.17%	7.10%	4.18%
C. Ethnicity								
Hispanic	199,095	3,199	3,970	9,855	2,012	6,037	2,447	19,694
% Hispanic	30.75%	1.81%	2.11%	1.59%	1.68%	3.05%	2.30%	5.75%

Route 66: I Demographic Data Profile								
Section	9	10	11	12	13	14	15	16
	Oklahoma City, OK	Clinton, OK	Shamrock, TX	Amarillo, TX	Tucumcari, NM	Santa Rosa, NM	Albuquerque, NM	Grants, NM
B. Race								
White alone	65,384	26,168	13,760	96,843	4,158	269,341	25,556	16,600
% White alone	84.22%	86.00%	87.31%	74.55%	86.19%	72.11%	48.68%	37.97%
Black or African American alone	2,602	1,242	819	11,201	25	6,735	1,782	355
% Black or African American alone	3.35%	4.08%	5.20%	8.62%	0.52%	1.80%	3.39%	0.81%
American Indian and Alaska Native alone	4,287	1,068	140	988	31	17,434	9,854	19,083
% American Indian and Alaska Native alone	5.52%	3.51%	0.89%	0.76%	0.64%	4.67%	18.77%	43.65%
Asian alone	817	159	60	3,172	64	5,233	428	334
% Asian alone	1.05%	0.52%	0.38%	2.44%	1.33%	1.40%	0.82%	0.76%
Native Hawaiian and other pacific islander	28	9	5	41	2	326	53	29
% Native Hawaiian and other pacific islander	0.04%	0.03%	0.03%	0.03%	0.04%	0.09%	0.10%	0.07%
Other	2,214	1,056	785	14,817	435	58,921	12,677	5,605
% Other	2.85%	3.47%	4.98%	11.41%	9.02%	15.77%	24.15%	12.82%
Two Races or More	2,306	725	191	2,841	109	15,526	2,144	1,714
% Two Races or More	2.97%	2.38%	1.21%	2.19%	2.26%	4.16%	4.08%	3.92%
C. Ethnicity								
Hispanic	4,503	2,024	1,384	27,272	1,527	160,857	29,480	12,681
% Hispanic	5.80%	6.65%	8.78%	20.99%	31.65%	43.07%	56.16%	29.01%

Census Data of 24 Sections

Table 13: I Demographic Data Profile - Part A. Overall Population

Route 66: I Demographic Data Profile									
Section	1	2	3	4	5	6	7	8	
	Chicago, IL	Pontiac, IL	Springfield, IL	St. Louis, MO	Rolla, MO	Springfield, MO	Baxter Springs, KS	Tulsa, OK	
A. Overall Population									
Total Population	647,548	177,068	188,188	621,753	119,805	197,922	106,447	342,472	
Urban Population	629,093	127,967	148,691	547,485	50,398	145,242	53,325	292,014	
% Urban Population	97.15%	72.27%	79.01%	88.06%	42.07%	73.38%	50.10%	85.27%	
Rural Population	18,455	49,101	39,497	74,268	69,407	52,680	53,122	50,458	
% Rural Population	2.85%	27.73%	20.99%	11.94%	57.93%	26.62%	49.90%	14.73%	
Population Density	745	107	150	348	4,437	158	73	235	
Route 66: I Demographic Data Profile									
Section	9	10	11	12	13	14	15	16	
	Oklahoma City ,OK	Clinton, OK	Shamrock, TX	Amarillo, TX	Tucumcari, NM	Santa Rosa, NM	Albuquerque, NM	Grants, NM	
A. Overall Population									
Total Population	77,638	30,427	15,760	129,903	4,824	373,516	52,494	43,720	
Urban Population	52,491	18,972	662	111,948	2,996	298,251	42,085	23,683	
% Urban Population	67.61%	62.35%	4.20%	86.18%	62.11%	79.85%	80.17%	54.17%	
Rural Population	25,147	11,455	15,098	17,955	1,828	75,265	10,409	20,037	
% Rural Population	32.39%	37.65%	95.80%	13.82%	37.89%	20.15%	19.83%	45.83%	
Population Density	50	23	5	26	3	28	31	12	
Route 66: I Demographic Data Profile									
Section	17	18	19	20	21	22	23	24	Totals
	Gallup, NM	Winslow, AZ	Hackberry, AZ	Needles, CA	Amboy, CA	Barstow, CA	Claremont, CA	Santa Monica, CA	Census Tracts
A. Overall Population									
Total Population	47,992	75,139	55,779	27,597	8,476	40,192	612,606	1,481,866	5,479,132
Urban Population	21,465	54,397	32,273	13,391	5,063	25,470	595,384	1,479,851	4,772,597
% Urban Population	44.73%	72.40%	57.86%	48.52%	59.73%	63.37%	97.19%	99.86%	87.10%
Rural Population	26,527	20,742	23,506	14,206	3,413	14,722	17,222	2,015	706,535
% Rural Population	55.27%	27.60%	42.14%	51.48%	40.27%	36.63%	2.81%	0.14%	12.90%
Population Density	9	10	3,719	54	2	5	260	7,033	64

Table 12: III Housing Data Profile - Part C. Cost, Value, and Burden

Route 66: Housing Data Profile

	Nation	RT 66 Regional Totals		Census Tract to State Comparisons*							
		Eight States	Census Tracts	Arizona	California	Illinois	Kansas	Missouri	New Mexico	Oklahoma	Texas
C. Cost, Value, and Burden											
1. Median contract rent for renter-occupied housing	$519	$475	**$534**	**$447**	**$701**	**$486**	**$273**	**$422**	**$516**	**$397**	**$393**
				$538	$677	$525	$391	$384	$432	$363	$490
2. Median gross rent for renter-occupied housing	$602	$561	**$617**	**$536**	**$769**	**$580**	**$390**	**$515**	**$589**	**$498**	**$463**
				$619	$747	$605	$498	$484	$503	$456	$574
3. Median value for owner-occupied housing	$111,800	$105,513	**$149,995**	**$89,111**	**$244,379**	**$123,560**	**$51,433**	**$94,033**	**$127,040**	**$78,450**	**$67,036**
				$109,400	$198,900	$127,800	$81,000	$86,900	$94,600	$67,700	$77,800
4.1. Specified owner-occupied units; Number	55,212,108	15,689,386	**940,666**	**29,418**	**268,962**	**196,747**	**2,605**	**202,080**	**94,685**	**118,330**	**27,839**
				1,032,103	5,527,618	2,470,338	581,960	1,188,442	339,888	699,452	3,849,585
4.2. Owner Occupied pays over 35% income	8,719,648	2,679,878	**156,372**	**4,525**	**66,446**	**28,110**	**256**	**22,867**	**16,889**	**14,090**	**3,189**
				167,553	1,283,647	368,276	60,961	138,410	54,226	84,574	522,231
4.3. % Owner Occupied pays over 35% income	15.79%	17.08%	**16.62%**	**15.38%**	**24.70%**	**14.29%**	**9.83%**	**11.32%**	**17.84%**	**11.91%**	**11.46%**
				16.23%	23.22%	14.91%	10.48%	11.65%	15.95%	12.09%	13.57%
5.1. Specified renter-occupied units; Number	35,199,502	11,221,537	**842,641**	**22,225**	**438,853**	**106,797**	**1,276**	**121,990**	**59,287**	**74,971**	**17,242**
				605,183	4,921,581	1,487,504	310,423	632,945	200,908	413,797	2,649,196
5.2. Renter Occupied pays over 35% income	10,383,959	3,417,876	**267,428**	**6,394**	**153,976**	**29,386**	**243**	**33,779**	**19,240**	**19,460**	**4,950**
				186,727	1,677,934	420,404	77,683	166,262	61,331	110,379	717,156
5.3. % Renter Occupied pays over 35% income	29.50%	30.46%	**31.74%**	**28.77%**	**35.09%**	**27.52%**	**19.04%**	**27.69%**	**32.45%**	**25.96%**	**28.71%**
				30.85%	34.09%	28.26%	25.02%	26.27%	30.53%	26.67%	27.07%

*Data in grey shading encompass census tracts on or within one mile of Route 66; State data is directly below Census tract data.

Table 11: III Housing Data Profile - Part B. Condition

Route 66: Housing Data Profile

	Nation	RT 66 Regional Totals		Census Tract to State Comparisons*							
		Eight States	Census Tracts	Arizona	California	Illinois	Kansas	Missouri	New Mexico	Oklahoma	Texas
B. Condition											
1. Total Housing units	115,904,641	33,315,124	**2,220,340**	**91,117**	**820,838**	**376,120**	**5,617**	**409,702**	**210,505**	**248,781**	**57,660**
				2,189,189	12,214,549	4,885,615	1,131,200	2,442,017	780,579	1,514,400	8,157,575
2.1. Housing units complete plumbing facilities	114,569,474	32,931,472	**2,186,907**	**85,588**	**810,965**	**372,776**	**5,485**	**405,102**	**203,750**	**246,209**	**57,032**
				2,149,557	12,104,114	4,846,259	1,119,698	2,409,585	756,065	1,492,205	8,053,989
2.11. % Housing units complete plumbing facilities	98.85%	98.85%	**98.49%**	**93.93%**	**98.80%**	**99.11%**	**97.65%**	**98.88%**	**96.79%**	**98.97%**	**98.91%**
				98.19	99.10	99.19	98.98	98.67	96.86	98.53	98.73
2.2. Housing units lacking complete plumbing facilities	1,335,167	383,652	**33,433**	**5,529**	**9,873**	**3,344**	**132**	**4,600**	**6,755**	**2,572**	**628**
				39,632	110,435	39,356	11,502	32,432	24,514	22,195	103,586
2.22. % Housing units lacking complete plumbing facilities	1.15%	1.15%	**1.51%**	**6.07%**	**1.20%**	**0.89%**	**2.35%**	**1.12%**	**3.21%**	**1.03%**	**1.09%**
				1.81%	0.90%	0.81%	1.02%	1.33%	3.14%	1.47%	1.27%

*Data in grey shading encompass census tracts on or within one mile of Route 66; State data is directly below Census tract data.

Table 10: III Housing Data Profile - Part A. Occupancy, Tenure, and Age

Route 66: Housing Data Profile

c	Nation	RT 66 Regional Totals		Census Tract to State Comparisons*							
		Eight States	Census Tracts	Arizona	California	Illinois	Kansas	Missouri	New Mexico	Oklahoma	Texas
A. Occupancy, Tenure, and Age											
1. Total Housing Units	115,904,641	33,315,124	**2,219,995**	**91,058**	**820,797**	**375,915**	**5,617**	**409,792**	**210,529**	**248,626**	**57,661**
				2,189,189	12,214,549	4,885,615	1,131,200	2,442,017	780,579	1,514,400	8,157,575
2. Vacant	10,424,540	2,673,045	**181,867**	**21,035**	**48,338**	**24,569**	**652**	**34,993**	**22,248**	**24,735**	**5,297**
				287,862	711,679	293,836	93,309	247,423	102,608	172,107	764,221
2.1. % Vacant	8.99%	8.02%	**8.19%**	**23.10%**	**5.89%**	**6.54%**	**11.61%**	**8.54%**	**10.57%**	**9.95%**	**9.19%**
				13.15%	5.83%	6.01%	8.25%	10.13%	13.15%	11.36%	9.37%
3. Occupied	105,480,101	30,642,079	**2,038,128**	**70,023**	**772,459**	**351,346**	**4,965**	**374,799**	**188,281**	**223,891**	**52,364**
				1,901,327	11,502,870	4,591,779	1,037,891	2,194,594	677,971	1,342,293	7,393,354
3.01. % Occupied	91.01%	91.98%	**91.81%**	**76.90%**	**94.11%**	**93.46%**	**88.39%**	**91.46%**	**89.43%**	**90.05%**	**90.81%**
				86.85%	94.17%	93.99%	91.75%	89.87%	86.85%	88.64%	90.63%
3.1. Owner-Occupied	69,815,753	19,299,289	**1,188,952**	**47,662**	**332,802**	**243,502**	**3,662**	**250,681**	**128,381**	**147,561**	**34,701**
				1,293,556	6,546,334	3,088,884	718,703	1,542,149	474,445	918,259	4,716,959
3.11. % Owner-Occupied	66.19%	62.98%	**58.34%**	**68.07%**	**43.08%**	**69.31%**	**73.76%**	**66.88%**	**68.19%**	**65.91%**	**66.27%**
				68.03%	56.91%	67.27%	69.25%	70.27%	69.98%	68.41%	63.80%
3.2. Renter-Occupied	35,664,348	11,342,790	**849,176**	**22,361**	**439,657**	**107,844**	**1,303**	**124,118**	**59,900**	**76,330**	**17,663**
				607,771	4,956,536	1,502,895	319,188	652,445	203,526	424,034	2,676,395
3.22. % Renter-Occupied	33.81%	37.02%	**41.66%**	**31.93%**	**56.92%**	**30.69%**	**26.24%**	**33.12%**	**31.81%**	**34.09%**	**33.73%**
				31.97%	43.09%	32.73%	30.75%	29.73%	30.02%	31.59%	36.20%
4. Median year structure built	1971	1972	**1964**	**1979**	**1961**	**1960**	**1961**	**1961**	**1975**	**1968**	**1964**
				1982	1970	1962	1966	1970	1977	1972	1977

*Data in grey shading encompass census tracts on or within one mile of Route 66; State data is directly below Census tract data.

Table 9: II Economic Data Profile - Part C. Occupation

Route 66: Economic Data Profile

	Nation	RT 66 Regional Totals		Census Tract to State Comparisons*							
		Eight States	Census Tracts	Arizona	California	Illinois	Kansas	Missouri	New Mexico	Oklahoma	Texas
C. Occupation											
1.Population 16 Years and Over in Labor Force	138,820,935	41,235,284	**2,642,990**	**88,391**	**1,006,506**	**492,506**	**6,182**	**472,682**	**238,657**	**272,024**	**66,042**
				2,387,139	15,977,879	6,230,617	1,389,770	2,822,010	834,632	1,656,087	9,937,150
2. Military	1,152,137	363,570	**11,514**	**61**	**5,526**	**657**	**0**	**2,117**	**2,464**	**620**	**69**
				20,767	148,677	22,020	15,072	15,292	11,192	23,959	106,591
2.1. Military (%)	0.83%	0.88%	**0.44%**	**0.07%**	**0.55%**	**0.13%**	**0.00%**	**0.45%**	**1.03%**	**0.23%**	**0.10%**
				0.87%	0.93%	0.35%	1.08%	0.54%	1.34%	1.45%	1.07%
3. Employed Civilian	129,721,512	38,302,108	**2,452,739**	**82,001**	**917,778**	**461,449**	**5,784**	**443,343**	**221,223**	**259,026**	**62,135**
				2,233,004	14,718,928	5,833,185	1,316,283	2,657,924	763,116	1,545,296	9,234,372
3.1. Employed Civilian (%)	93.45%	92.89%	**92.80%**	**92.77%**	**91.18%**	**93.69%**	**93.56%**	**93.79%**	**92.69%**	**95.22%**	**94.08%**
				93.54%	92.12%	93.62%	94.71%	94.19%	91.43%	93.31%	92.93%
3.2. Management, professional, and related	43,646,731	13,106,689	**833,348**	**24,038**	**345,019**	**142,281**	**1,281**	**141,341**	**81,084**	**80,413**	**17,891**
				730,001	5,295,069	1,993,671	445,588	836,005	259,510	468,088	3,078,757
3.21. Management, professional, and related (%)	31.44%	31.79%	**31.53%**	**27.20%**	**34.28%**	**28.89%**	**20.72%**	**29.90%**	**33.98%**	**29.56%**	**27.09%**
				30.58%	33.14%	32.00%	32.06%	29.62%	31.09%	28.26%	30.98%
3.3. Service	19,276,947	5,659,525	**385,708**	**16,898**	**141,038**	**69,157**	**947**	**69,360**	**37,216**	**39,640**	**11,452**
				362,547	2,173,874	813,479	190,142	399,052	129,349	239,812	1,351,270
3.31. Service (%)	13.89%	13.72%	**14.59%**	**19.12%**	**14.01%**	**14.04%**	**15.32%**	**14.67%**	**15.59%**	**14.57%**	**17.34%**
				15.19%	13.61%	13.06%	13.68%	14.14%	15.50%	14.48%	13.60%
3.4. Sales and office	34,621,390	10,364,973	**658,386**	**21,566**	**242,639**	**125,620**	**1,235**	**119,910**	**59,128**	**72,332**	**15,956**
				636,970	3,939,383	1,609,939	340,049	714,303	197,580	411,153	2,515,596
3.41. Sales and office (%)	24.94%	25.14%	**24.91%**	**24.40%**	**24.11%**	**25.51%**	**19.98%**	**25.37%**	**24.78%**	**26.59%**	**24.16%**
				26.68%	24.66%	25.84%	24.47%	25.31%	23.67%	24.83%	25.32%
3.5. Farming, fishing, and forestry	951,810	341,746	**8,140**	**447**	**1,976**	**1,146**	**48**	**1,541**	**730**	**1,569**	**683**
				13,893	196,695	17,862	13,255	17,240	7,594	13,721	61,486
3.51. Farming, fishing, and forestry (%)	0.69%	0.83%	**0.31%**	**0.51%**	**0.20%**	**0.23%**	**0.78%**	**0.33%**	**0.31%**	**0.58%**	**1.03%**
				0.58%	1.23%	0.29%	0.95%	0.61%	0.91%	0.83%	0.62%
3.6. Construction, extraction, and maintenance	12,256,138	3,624,426	**219,533**	**9,438**	**68,817**	**43,758**	**726**	**39,991**	**22,254**	**27,717**	**6,832**
				245,578	1,239,160	480,418	129,940	259,266	87,172	174,539	1,008,353
3.61. Construction, extraction, and maintenance (%)	8.83%	8.79%	**8.31%**	**10.68%**	**6.84%**	**8.88%**	**11.74%**	**8.46%**	**9.32%**	**10.19%**	**10.34%**
				10.29%	7.76%	7.71%	9.35%	9.19%	10.44%	10.54%	10.15%
3.7. Production, transportation, and material moving	18,968,496	5,204,749	**347,624**	**9,614**	**118,289**	**79,487**	**1,547**	**71,200**	**20,811**	**37,355**	**9,321**
				244,015	1,874,747	917,816	197,309	432,058	81,911	237,983	1,218,910
3.71. Production, transportation, and material moving (%)	13.66%	12.62%	**13.15%**	**10.88%**	**11.75%**	**16.14%**	**25.02%**	**15.06%**	**8.72%**	**13.73%**	**14.11%**
				10.22%	11.73%	14.73%	14.20%	15.31%	9.81%	14.37%	12.27%

*Data in grey shading encompass census tracts on or within one mile of Route 66; State data is directly below Census tract data.

Table 8: II Economic Data Profile - Part B. Employment

Route 66: II Economic Data Profile

	Nation	RT 66 Regional Totals		Census Tract to State Comparisons*							
		Eight States	Census Tracts	Arizona	California	Illinois	Kansas	Missouri	New Mexico	Oklahoma	Texas
B. Employment **											
1. Total Population 16 Years and Over	217,168,077	65,078,121	**4,206,106**	**146,033**	**1,646,131**	**762,894**	**9,783**	**723,222**	**375,863**	**432,554**	**109,626**
				3,907,229	25,596,144	9,530,946	2,059,160	4,331,369	1,369,176	2,666,724	15,617,373
2. Labor Force	138,820,935	41,235,284	**2,642,990**	**88,391**	**1,006,506**	**492,506**	**6,182**	**472,682**	**238,657**	**272,024**	**66,042**
				2,387,139	15,977,879	6,230,617	1,389,770	2,822,010	834,632	1,656,087	9,937,150
2.1. Labor Force (%)	63.92%	63.36%	**62.84%**	**60.53%**	**61.14%**	**64.56%**	**63.19%**	**65.36%**	**63.50%**	**62.89%**	**60.24%**
				61.10%	62.42%	65.37%	67.49%	65.15%	60.96%	62.10%	63.63%
3. Labor Force (Civilian)	137,668,798	40,871,714	**2,631,476**	**88,330**	**1,000,980**	**491,849**	**6,182**	**470,565**	**236,193**	**271,404**	**65,973**
				2,366,372	15,829,202	6,208,597	1,374,698	2,806,718	823,440	1,632,128	9,830,559
3.1. Labor Force (Civilian) (%)	99.17%	99.12%	**99.56%**	**99.93%**	**99.45%**	**99.87%**	**100.00%**	**99.55%**	**98.97%**	**99.77%**	**99.90%**
				99.13%	99.07%	99.65%	98.92%	99.46%	98.66%	98.55%	98.93%
4. Employed Labor Force (Civilian)	129,721,512	38,302,108	**2,452,739**	**82,001**	**917,778**	**461,449**	**5,784**	**443,343**	**221,223**	**259,026**	**62,135**
				2,233,004	14,718,928	5,833,185	1,316,283	2,657,924	763,116	1,545,296	9,234,372
4.1. Employed Labor Force (Civilian) (%)	93.45%	92.89%	**92.80%**	**92.77%**	**91.18%**	**93.69%**	**93.56%**	**93.79%**	**92.69%**	**95.22%**	**94.08%**
				93.54%	92.12%	93.62%	94.71%	94.19%	91.43%	93.31%	92.93%
5. Unemployed Labor Force (Civilian)	7,947,286	2,569,606	**178,737**	**6,329**	**83,202**	**30,400**	**398**	**27,222**	**14,970**	**12,378**	**3,838**
				133,368	1,110,274	375,412	58,415	148,794	60,324	86,832	596,187
5.1. Unemployed Labor Force (Civilian) (%)	5.72%	6.23%	**6.76%**	**7.16%**	**8.27%**	**6.17%**	**6.44%**	**5.76%**	**6.27%**	**4.55%**	**5.81%**
				5.59%	**6.95%**	**6.03%**	**4.20%**	**5.27%**	**7.23%**	**5.24%**	**6.00%**
6. Labor Force (Armed Forces)	1,152,137	363,570	**11,514**	**61**	**5,526**	**657**	**0**	**2,117**	**2,464**	**620**	**69**
				20,767	148,677	22,020	15,072	15,292	11,192	23,959	106,591
6.1. Labor Force (Armed Forces) (%)	0.83%	0.88%	**0.44%**	**0.07%**	**0.55%**	**0.13%**	**0.00%**	**0.45%**	**1.03%**	**0.23%**	**0.10%**
				0.87%	0.93%	0.35%	1.08%	0.54%	1.34%	1.45%	1.07%
7. Not in Labor Force	78,347,142	23,842,837	**1,563,116**	**57,642**	**639,625**	**270,388**	**3,601**	**250,540**	**137,206**	**160,530**	**43,584**
				1,520,090	9,618,265	3,300,329	669,390	1,509,359	534,544	1,010,637	5,680,223
7.1. Not in Labor Force (%)	36.08%	36.64%	**37.16%**	**39.47%**	**38.86%**	**35.44%**	**36.81%**	**34.64%**	**36.50%**	**37.11%**	**39.76%**
				38.90%	37.58%	34.63%	32.51%	34.85%	39.04%	37.90%	36.37%

*Data in grey shading encompass census tracts on or within one mile of Route 66; State data is directly below Census tract data.

Table 7: II Economic Data Profile - Part A. Income and Poverty

Route 66: II Economic Data Profile

	Nation	RT 66 Regional Totals		Census Tract to State Comparisons*							
		Eight States	Census Tracts	Arizona	California	Illinois	Kansas	Missouri	New Mexico	Oklahoma	Texas
A. Income and Poverty											
1. Total House-hold	105,539,122	30,661,371	**2,039,338**	**70,084**	**772,936**	**351,640**	**4,974**	**375,184**	**188,216**	**223,919**	**52,385**
				1,901,625	11,512,020	4,592,740	1,038,940	2,197,214	678,032	1,343,506	7,397,294
2. Median house-hold income in 1999	$41,994	$40,082	**$40,760**	**$32,479**	**$44,114**	**$43,414**	**$31,023**	**$38,534**	**$37,939**	**$37,171**	**$35,319**
				$40,558	$47,493	$46,590	$40,624	$37,934	$34,133	$33,400	$39,927
3. Mean income (dollars); House-holds	$56,644	$58,631	**$54,834**	**$42,591**	**$60,769**	**$58,860**	**$36,543**	**$50,633**	**$48,786**	**$46,157**	**$47,243**
				$53,926	$65,628	$61,544	$52,080	$49,956	$45,589	$44,438	$54,412
4. Total House-hold Income	$5,978,158,026,568	$1,797,700,568,258	**$111,824,050,462**	**$2,984,961,441**	**$46,970,518,365**	**$20,697,413,746**	**$181,762,609**	**$18,996,724,383**	**$9,182,350,337**	**$10,335,505,813**	**$2,474,813,768**
				$102,547,029,750	$755,510,848,560	$282,655,590,560	$54,107,995,200	$109,764,022,584	$30,910,800,848	$59,702,719,628	$402,501,561,128
5. Median family income in 1999	$50,046	$47,120	**$48,070**	**$38,828**	**$51,655**	**$50,573**	**$36,567**	**$46,752**	**$44,295**	**$44,196**	**$42,198**
				$46,723	$53,025	$55,545	$49,624	$46,044	$39,425	$40,709	$45,861
6.1. Household income; Under $15,000	16,724,255	4,743,926	**359,357**	**14,517**	**144,443**	**48,422**	**1,164**	**64,446**	**34,586**	**41,211**	**10,568**
				283,991	1,615,869	635,784	155,190	375,612	141,300	277,521	1,258,659
6.2. $15,000 to $24,999	13,536,965	3,894,376	**283,658**	**11,665**	**101,141**	**40,722**	**854**	**56,507**	**28,177**	**36,287**	**8,305**
				264,392	1,318,246	517,812	143,138	319,986	107,287	219,392	1,004,123
6.3. $25,000 to $34,999	13,519,242	3,881,455	**271,712**	**10,883**	**94,943**	**40,919**	**865**	**53,992**	**27,012**	**35,190**	**7,908**
				265,645	1,315,085	545,962	145,431	314,611	97,447	201,133	996,141
6.4. $35,000 to $49,999	17,446,272	4,962,122	**333,902**	**11,998**	**116,690**	**57,226**	**917**	**66,199**	**32,651**	**39,322**	**8,899**
				332,857	1,745,961	745,180	187,850	385,315	115,315	230,286	1,219,358
6.5. $50,000 to $74,999	20,540,604	5,847,425	**372,306**	**11,586**	**134,186**	**75,279**	**830**	**69,390**	**33,074**	**39,301**	**8,660**
				365,024	2,202,873	952,940	211,014	415,772	111,913	228,452	1,359,437
6.6. $75,000 to $99,999	10,799,245	3,192,006	**187,795**	**5,430**	**72,459**	**41,790**	**200**	**31,402**	**16,201**	**16,274**	**4,039**
				184,026	1,326,569	531,760	99,933	193,561	53,079	97,394	705,684
6.7. $100,000 to $149,999	8,147,826	2,555,607	**140,350**	**2,785**	**61,313**	**32,279**	**94**	**20,524**	**10,379**	**10,488**	**2,488**
				131,068	1,192,618	415,348	62,926	125,566	34,045	58,018	536,018
6.8. $150,000 or more	4,824,713	1,584,454	**90,258**	**1,220**	**47,761**	**15,003**	**50**	**12,724**	**6,136**	**5,846**	**1,518**
				74,622	794,799	247,954	33,458	66,791	17,646	31,310	317,874
7. Per capita income in 1999	$21,587	$20,132	**$20,951**	**$15,717**	**$23,894**	**$19,678**	**$14,535**	**$20,479**	**$19,429**	**$19,361**	**$17,814**
				$20,275	$22,711	$23,104	$20,506	$19,936	$17,261	$17,646	$19,617
8.1. % Population Under Poverty Level (<1) in 1999	12.38	13.78	**14.90%**	**17.49%**	**17.76%**	**11.29%**	**14.27%**	**12.25%**	**16.20%**	**12.77%**	**15.39%**
				13.91	14.22	10.68	9.90	11.74	18.44	14.72	15.37
8.2. % Population Above Poverty Level (>=1) in 1999	87.62	86.22	**85.10%**	**82.51%**	**82.24%**	**88.71%**	**85.73%**	**87.75%**	**83.80%**	**87.23%**	**84.61%**
				86.09	85.78	89.32	90.10	88.26	81.56	85.28	84.63

*Data in grey shading encompass census tracts on or within one mile of Route 66; State data is directly below Census tract data.

Table 6: I Demographic Data Profile - Part G. Educational Attainment

Route 66: I Demographic Data Profile

	Nation	RT 66 Regional Totals		Census Tract to State Comparisons*							
		Eight States	Census Tracts	Arizona	California	Illinois	Kansas	Missouri	New Mexico	Oklahoma	Texas
G. Educational Attainment*											
1. Total Population 25 Years and Over	182,211,639	53,993,735	**3,493,916**	**118,325**	**1,366,402**	**629,642**	**8,232**	**603,989**	**314,014**	**362,408**	**90,904**
				3,256,184	21,298,900	7,973,671	1,701,207	3,634,906	1,134,801	2,203,173	12,790,893
2. High School or Less	87,884,606	24,903,427	**1,652,774**	**57,601**	**612,318**	**327,283**	**5,090**	**294,203**	**139,156**	**171,174**	**45,949**
				1,411,451	9,231,195	3,692,734	745,411	1,868,765	541,727	1,120,840	6,291,304
2.1. High School or Less (%)	48.23%	46.12%	**47.30%**	**48.68%**	**44.81%**	**51.98%**	**61.83%**	**48.71%**	**44.32%**	**47.23%**	**50.55%**
				43.35%	43.34%	46.31%	43.82%	51.41%	47.74%	50.87%	49.19%
3. Some College	38,351,595	12,308,790	**764,068**	**31,297**	**280,136**	**130,224**	**1,927**	**136,457**	**71,516**	**89,753**	**22,758**
				859,165	4,879,336	1,720,386	417,722	796,999	259,924	516,456	2,858,802
3.1. Some College (%)	21.05%	22.80%	**21.87%**	**26.45%**	**20.50%**	**20.68%**	**23.41%**	**22.59%**	**22.77%**	**24.77%**	**25.04%**
				26.39%	22.91%	21.58%	24.55%	21.93%	22.90%	23.44%	22.35%
4. College	39,830,625	12,055,249	**754,479**	**21,269**	**327,225**	**126,751**	**995**	**121,730**	**66,082**	**74,008**	**16,419**
				712,775	5,158,560	1,799,684	389,367	692,558	221,373	416,188	2,664,744
4.1. College (%)	21.86%	22.33%	**21.59%**	**17.98%**	**23.95%**	**20.13%**	**12.09%**	**20.15%**	**21.04%**	**20.42%**	**18.06%**
				21.89%	24.22%	22.57%	22.89%	19.05%	19.51%	18.89%	20.83%
5. Graduate Work	16,144,813	4,726,269	**322,595**	**8,158**	**146,723**	**45,384**	**220**	**51,599**	**37,260**	**27,473**	**5,778**
				272,793	2,029,809	760,867	148,707	276,584	111,777	149,689	976,043
5.1. Graduate Work (%)	8.86%	8.75%	**9.23%**	**6.89%**	**10.74%**	**7.21%**	**2.67%**	**8.54%**	**11.87%**	**7.58%**	**6.36%**
				8.38%	9.53%	9.54%	8.74%	7.61%	9.85%	6.79%	7.63%

*Data in grey shading encompass census tracts on or within one mile of Route 66; State data is directly below Census tract data.

Table 5: I Demographic Data Profile - Part F. Household Size

Route 66: I Demographic Data Profile

	Nation	RT 66 Regional Totals		Census Tract to State Comparisons*							
		Eight States	Census Tracts	Arizona	California	Illinois	Kansas	Missouri	New Mexico	Oklahoma	Texas
F. Household Size											
1. Total Household	105,480,101	30,642,079	**2,038,128**	**70,023**	**772,459**	**351,346**	**4,965**	**374,799**	**188,281**	**223,891**	**52,364**
				1,901,327	11,502,870	4,591,779	1,037,891	2,194,594	677,971	1,342,293	7,393,354
2. Average Household Size	2.59	2.73	**2.61**	**2.64**	**2.67**	**2.79**	**2.54**	**2.42**	**2.60**	**2.40**	**2.58**
				2.64	2.87	2.63	2.51	2.48	2.63	2.49	2.74
3.1. 1-person household	27,230,075	7,573,198	**577,752**	**16,240**	**234,603**	**81,999**	**1,284**	**112,339**	**52,097**	**65,514**	**13,676**
				472,006	2,708,308	1,229,807	280,387	599,808	172,181	358,560	1,752,141
3.11. % 1-person household	25.82%	24.72%	**28.35%**	**23.19%**	**30.37%**	**23.34%**	**25.86%**	**29.97%**	**27.67%**	**29.26%**	**26.12%**
				24.8	23.5	26.8	27	27.3	25.4	26.7	23.7
3.2. 2-person household	34,418,046	9,523,026	**622,396**	**25,651**	**212,023**	**103,658**	**1,665**	**123,397**	**60,801**	**77,913**	**17,288**
				665,357	3,408,296	1,412,418	352,305	745,803	219,502	461,285	2,258,060
3.21. % 2-person household	32.63%	31.08%	**30.54%**	**36.63%**	**27.45%**	**29.50%**	**33.53%**	**32.92%**	**32.29%**	**34.80%**	**33.02%**
				35	29.6	30.8	33.9	34	32.4	34.4	30.5
3.3. 3-person household	17,439,027	4,967,606	**316,113**	**10,785**	**112,649**	**59,317**	**824**	**59,044**	**30,355**	**34,758**	**8,381**
				281,032	1,841,968	734,189	159,448	355,321	110,766	220,501	1,264,381
3.31. % 3-person household	16.53%	16.21%	**15.51%**	**15.40%**	**14.58%**	**16.88%**	**16.60%**	**15.75%**	**16.12%**	**15.52%**	**16.01%**
				14.8	16	16	15.4	16.2	16.3	16.4	17.1
3.4. 4-person household	14,973,089	4,461,845	**274,070**	**8,850**	**100,367**	**56,674**	**713**	**47,989**	**24,859**	**27,448**	**7,170**
				246,143	1,707,961	660,575	143,148	298,735	95,632	180,902	1,128,749
3.41. % 4-person household	14.20%	14.56%	**13.45%**	**12.64%**	**12.99%**	**16.13%**	**14.36%**	**12.80%**	**13.20%**	**12.26%**	**13.69%**
				12.9	14.8	14.4	13.8	13.6	14.1	13.5	15.3
3.5. 5-person household	6,936,886	2,289,488	**141,103**	**4,650**	**58,123**	**29,522**	**312**	**21,008**	**11,850**	**12,012**	**3,626**
				130,223	927,539	330,510	67,024	129,318	47,658	79,508	577,708
3.51. % 5-person household	6.58%	7.47%	**6.92%**	**6.64%**	**7.52%**	**8.40%**	**6.28%**	**5.61%**	**6.29%**	**5.37%**	**6.92%**
				6.8	8.1	7.2	6.5	5.9	7.0	5.9	7.8
3.6. 6-person household	2,636,134	986,550	**60,064**	**2,152**	**28,636**	**11,649**	**118**	**7,196**	**4,810**	**4,110**	**1,393**
				58,202	450,920	128,726	23,235	43,052	19,179	27,003	236,233
3.61. % 6-person household	2.50%	3.22%	**2.95%**	**3.07%**	**3.71%**	**3.32%**	**2.38%**	**1.92%**	**2.55%**	**1.84%**	**2.66%**
				3.1	3.9	2.8	2.2	2.0	2.8	2.0	3.2
3.7. 7-or-more-person household	1,846,844	840,366	**46,630**	**1,695**	**26,058**	**8,527**	**49**	**3,826**	**3,509**	**2,136**	**830**
				48,364	457,878	95,554	12,344	22,557	13,053	14,534	176,082
3.71. % 7-or-more-person household	1.75%	2.74%	**2.29%**	**2.42%**	**3.37%**	**2.43%**	**0.99%**	**1.02%**	**1.86%**	**0.95%**	**1.59%**
				2.5	4.0	2.1	1.2	1.0	1.9	1.1	2.4

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Table 4: I Demographic Data Profile - Part E. Marital Status

	Nation	RT 66 Regional Totals		Census Tract to State Comparisons*							
		Eight States	Census Tracts	Arizona	California	Illinois	Kansas	Missouri	New Mexico	Oklahoma	Texas
E. Marital Status											
1. Total Population 15 Years and Over	221,148,671	66,332,074	**4,280,776**	**149,099**	**1,673,132**	**777,475**	**9,984**	**736,547**	**382,924**	**440,022**	**111,593**
				3,979,336	26,076,163	9,707,837	2,100,656	4,414,391	1,398,496	2,717,552	15,937,643
2. Never Married	59,913,370	18,356,282	**1,289,393**	**41,946**	**588,685**	**219,072**	**1,839**	**200,974**	**114,786**	**99,437**	**22,654**
				1,037,532	7,843,907	2,804,684	505,452	1,095,920	384,658	607,432	4,076,697
2.1. Never Married (%)	27.09%	27.67%	**30.12%**	**28.13%**	**35.18%**	**28.18%**	**18.42%**	**27.29%**	**29.98%**	**22.60%**	**20.30%**
				26.07%	30.08%	28.89%	24.06%	24.83%	27.51%	22.35%	25.58%
3. Now Married	120,231,273	36,026,077	**2,188,480**	**78,914**	**784,857**	**430,595**	**5,876**	**386,140**	**189,576**	**246,238**	**66,284**
				2,188,689	13,657,201	5,206,193	1,220,202	2,447,824	741,425	1,558,216	9,006,327
3.1. Now Married (%)	54.37%	54.31%	**51.12%**	**52.93%**	**46.91%**	**55.38%**	**58.85%**	**52.43%**	**49.51%**	**55.96%**	**59.40%**
				55.00%	52.37%	53.63%	58.09%	55.45%	53.02%	57.34%	56.51%
4. Divorced, Widowed or Separated	41,004,028	11,949,715	**802,903**	**28,239**	**299,590**	**127,808**	**2,269**	**149,433**	**78,562**	**94,347**	**22,655**
				753,115	4,575,055	1,696,960	375,002	870,647	272,413	551,904	2,854,619
4.1. Divorced, Widowed or Separated (%)	18.54%	18.01%	**18.76%**	**19.84%**	**17.91%**	**16.44%**	**22.73%**	**20.29%**	**20.52%**	**21.44%**	**20.63%**
				18.93%	17.54%	17.48%	17.85%	19.72%	19.48%	20.31%	17.91%

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Table 3: I Demographic Data Profile - Part D. Gender and Age

Route 66: I Demographic Data Profile

	Nation	RT 66 Regional Totals		Census Tract to State Comparisons*							
		Eight States	Census Tracts	Arizona	California	Illinois	Kansas	Missouri	New Mexico	Oklahoma	Texas
D. Gender and Age											
1.1. Male	138,053,563	42,508,058	**2,705,344**	**95,598**	**1,066,614**	**505,138**	**6,200**	**449,452**	**240,794**	**268,909**	**72,639**
				2,561,057	16,874,892	6,080,336	1,328,474	2,720,177	894,317	1,695,895	10,352,910
1.11. % Male	49.06%	49.53%	**49.38%**	**50.15%**	**49.77%**	**49.88%**	**48.55%**	**48.24%**	**48.91%**	**48.71%**	**50.53%**
				49.92%	49.82%	48.96%	49.41%	48.62%	49.16%	49.15%	49.65%
1.2. Female	143,368,343	43,318,664	**2,773,788**	**95,037**	**1,076,526**	**507,666**	**6,571**	**482,170**	**251,538**	**283,162**	**71,118**
				2,569,575	16,996,756	6,338,957	1,359,944	2,875,034	924,729	1,754,759	10,498,910
1.21. % Female	50.94%	50.47%	**50.62%**	**49.85%**	**50.23%**	**50.12%**	**51.45%**	**51.76%**	**51.09%**	**51.29%**	**49.47%**
				50.08%	50.18%	51.04%	50.59%	51.38%	50.84%	50.85%	50.35%
2. Median age (years)	35.3	34.5	**34.9**	**36.1**	**33.7**	**33.6**	**36.7**	**35.7**	**36.3**	**37.0**	**35.8**
				34.2	33.3	34.7	35.2	36.1	34.6	35.5	32.3
3.1. Under 20 years of age	80,473,265	25,864,230	**1,593,548**	**56,661**	**619,050**	**309,516**	**3,737**	**262,994**	**145,682**	**152,451**	**43,457**
				1,518,188	10,234,571	3,605,506	798,418	1,594,172	564,859	1,002,280	6,546,236
3.11. % Under 20 years of age	28.60%	30.14%	**29.08%**	**29.72%**	**28.89%**	**30.56%**	**29.26%**	**28.23%**	**29.59%**	**27.61%**	**30.23%**
				29.59%	30.22%	29.03%	29.70%	28.49%	31.05%	29.05%	31.39%
3.2. 20-29	38,345,337	12,343,137	**816,851**	**27,932**	**347,929**	**150,854**	**1,502**	**128,040**	**65,744**	**75,041**	**19,809**
				736,966	4,924,829	1,742,602	363,142	731,803	236,678	476,191	3,130,926
3.3. 30-39	43,217,052	13,381,694	**870,809**	**25,250**	**372,685**	**163,379**	**1,779**	**137,495**	**73,274**	**76,671**	**20,276**
				761,246	5,500,264	1,916,801	383,427	819,678	259,082	481,752	3,259,444
3.4. 40-49	42,534,267	12,643,982	**804,850**	**27,987**	**306,412**	**148,376**	**1,788**	**140,101**	**77,168**	**81,551**	**21,467**
				708,020	5,002,390	1,860,796	405,481	839,935	272,631	505,196	3,049,533
3.5. 50-59	31,054,785	8,921,074	**564,308**	**21,754**	**205,011**	**100,985**	**1,497**	**99,302**	**57,236**	**63,720**	**14,803**
				534,676	3,467,095	1,330,677	283,113	625,919	201,959	386,155	2,091,480
3.6. 60-69	20,338,992	5,725,625	**366,669**	**16,137**	**128,210**	**62,826**	**1,053**	**67,955**	**34,648**	**44,934**	**10,906**
				392,704	2,131,376	860,329	188,693	433,697	134,839	271,886	1,312,101
3.7. 70 or over	25,458,208	6,946,980	**462,097**	**14,914**	**163,843**	**76,868**	**1,415**	**95,735**	**38,580**	**57,703**	**13,039**
				478,832	2,611,123	1,102,582	266,144	550,007	148,998	327,194	1,462,100
3.8. Over 60	45,797,200	12,672,605	**828,766**	**31,051**	**292,053**	**139,694**	**2,468**	**163,690**	**73,228**	**102,637**	**23,945**
				871,536	4,742,499	1,962,911	454,837	983,704	283,837	599,080	2,774,201
3.81. % over 60	16.27%	14.77%	**15.13%**	**16.29%**	**13.63%**	**13.79%**	**19.33%**	**17.57%**	**14.87%**	**18.59%**	**16.66%**
				16.99%	14.00%	15.81%	16.92%	17.58%	15.60%	17.36%	13.30%

*Data in grey shading encompass census tracts on or within one mile of Route 66; State data is directly below Census tract data.

Table 2: I Demographic Data Profile - Part B. Race & Part C. Ethnicity

Route 66: I Demographic Data Profile

	Nation	RT 66 Regional Totals		Census Tract to State Comparisons*							
		Eight States	Census Tracts	Arizona	California	Illinois	Kansas	Missouri	New Mexico	Oklahoma	Texas
B. Race											
1. White alone	211,460,626	58,873,360	**3,697,718**	**140,754**	**1,185,874**	**736,803**	**11,509**	**764,184**	**319,727**	**429,980**	**108,887**
				3,873,611	20,170,059	9,125,471	2,313,944	4,748,083	1,214,253	2,628,434	14,799,505
1.1 % White alone	75.14%	68.60%	**67.49%**	**73.83%**	**55.33%**	**72.75%**	**90.12%**	**82.03%**	**64.94%**	**77.88%**	**75.74%**
				75.50%	59.55%	73.48%	86.07%	84.86%	66.75%	76.17%	70.97%
2. Black or African American alone	34,658,190	7,783,096	**441,806**	**2,198**	**148,823**	**103,788**	**106**	**127,543**	**9,003**	**38,328**	**12,017**
				158,873	2,263,882	1,876,875	154,198	629,391	34,343	260,968	2,404,566
2.1. % Black or African American alone	12.32%	9.07%	**8.06%**	**1.15%**	**6.94%**	**10.25%**	**0.83%**	**13.69%**	**1.83%**	**6.94%**	**8.36%**
				3.10%	6.68%	15.11%	5.74%	11.25%	1.89%	7.56%	11.53%
3. American Indian and Alaska Native alone	2,475,956	1,235,318	**155,841**	**32,306**	**19,703**	**3,374**	**588**	**4,308**	**57,704**	**36,757**	**1,101**
				255,879	333,346	31,006	24,936	25,076	173,483	273,230	118,362
3.1. % American Indian and Alaska Native alone	0.88%	1.44%	**2.84%**	**16.95%**	**0.92%**	**0.33%**	**4.60%**	**0.46%**	**11.72%**	**6.66%**	**0.77%**
				4.99%	0.98%	0.25%	0.93%	0.45%	9.54%	7.92%	0.57%
4. Asian alone	10,242,998	4,950,094	**304,832**	**1,592**	**234,308**	**37,711**	**24**	**12,915**	**6,108**	**8,942**	**3,232**
				92,236	3,697,513	423,603	46,806	61,595	19,255	46,767	562,319
4.1. % Asian alone	3.64%	5.77%	**5.56%**	**0.84%**	**10.93%**	**3.72%**	**0.19%**	**1.39%**	**1.24%**	**1.62%**	**2.25%**
				1.80%	10.92%	3.41%	1.74%	1.10%	1.06%	1.36%	2.70%
5. Native Hawaiian and other pacific islander	398,835	151,104	**5,761**	**202**	**4,010**	**381**	**8**	**430**	**412**	**274**	**44**
				6,733	116,961	4,610	1,313	3,178	1,503	2,372	14,434
5.1. % Native Hawaiian and other pacific islander	0.14%	0.18%	**0.11%**	**0.11%**	**0.19%**	**0.04%**	**0.06%**	**0.05%**	**0.08%**	**0.05%**	**0.03%**
				0.13%	0.35%	0.04%	0.05%	0.06%	0.08%	0.07%	0.07%
6. Other	15,359,073	9,969,060	**670,010**	**8,592**	**435,455**	**110,989**	**80**	**6,974**	**79,278**	**13,135**	**15,507**
				596,774	5,682,241	722,712	90,725	45,827	309,882	82,898	2,438,001
6.1. % Other	5.46%	11.62%	**12.23%**	**4.51%**	**20.32%**	**10.96%**	**0.63%**	**0.75%**	**16.10%**	**2.38%**	**10.79%**
				11.63%	16.78%	5.82%	3.37%	0.82%	17.04%	2.40%	11.69%
7. Two Races or More	6,826,228	2,864,690	**203,164**	**4,991**	**114,967**	**19,758**	**456**	**15,268**	**20,100**	**24,655**	**2,969**
				146,526	1,607,646	235,016	56,496	82,061	66,327	155,985	514,633
7.1. % Two Races or More	2.43%	3.34%	**3.71%**	**2.62%**	**5.36%**	**1.95%**	**3.57%**	**1.64%**	**4.08%**	**4.47%**	**2.07%**
				2.86%	4.75%	1.89%	2.10%	1.47%	3.65%	4.52%	2.47%
C. Ethnicity											
1. Hispanic	35,305,818	21,713,635	**1,342,381**	**23,390**	**830,072**	**206,264**	**181**	**17,793**	**207,806**	**28,598**	**28,277**
				1,295,617	10,966,556	1,530,262	188,252	118,592	765,386	179,304	6,669,666
1.1. % Hispanic	12.55%	25.30%	**24.50%**	**12.27%**	**38.73%**	**20.37%**	**1.42%**	**1.91%**	**42.21%**	**5.18%**	**19.67%**
				25.25%	32.38%	12.32%	7.00%	2.12%	42.08%	5.20%	31.99%

*Data in grey shading encompass census tracts on or within one mile of Route 66; State data is directly below Census tract data.

Table 1: I Demographic Data Profile - Part A. Overall Population

Route 66: I Demographic Data Profile

	Nation	RT 66 Regional Totals		Census Tract to State Comparisons*							
		Eight States	Census Tracts	Arizona	California	Illinois	Kansas	Missouri	New Mexico	Oklahoma	Texas
A. Overall Population											
1. Total Population	281,421,906	85,826,722	**5,479,132**	**190,635**	**2,143,140**	**1,012,804**	**12,771**	**931,622**	**492,332**	**552,071**	**143,757**
				5,130,632	33,871,648	12,419,293	2,688,418	5,595,211	1,819,046	3,450,654	20,851,820
2. Urban Population	222,360,539	74,049,174	**4,772,597**	**116,177**	**2,105,768**	**905,751**	**7,571**	**740,206**	**372,364**	**412,150**	**112,610**
				4,523,535	31,989,663	10,909,520	1,920,669	3,883,442	1,363,501	2,254,563	17,204,281
2.1. % Urban Population	79.01%	86.28%	**87.10%**	**60.94%**	**98.26%**	**89.43%**	**59.28%**	**79.45%**	**75.63%**	**74.66%**	**78.33%**
				88.17%	94.44%	87.84%	71.44%	69.41%	74.96%	65.34%	82.51%
3. Rural Population	59,061,367	11,777,548	**706,535**	**74,458**	**37,372**	**107,053**	**5,200**	**191,416**	**119,968**	**139,921**	**31,147**
				607,097	1,881,985	1,509,773	767,749	1,711,769	455,545	1,196,091	3,647,539
3.1. % Rural Population	20.99%	13.72%	**12.90%**	**39.06%**	**1.74%**	**10.57%**	**40.72%**	**20.55%**	**24.37%**	**25.34%**	**21.67%**
				11.83%	5.56%	12.16%	28.56%	30.59%	25.04%	34.66%	17.49%
4. Population Density	80	91	**64**	**7**	**138**	**268**	**128**	**180**	**22**	**96**	**21**
				45	217	223	33	81	15	50	80

*Data in grey shading encompass census tracts on or within one mile of Route 66; State data is directly below Census tract data.

CHAPTER 3

WHO TRAVELS ALONG THE ROUTE? FINDINGS FROM THE FIRST COMPREHENSIVE ROUTE 66 TRAVELER SURVEY

This chapter answers some fundamental questions: Who travels on Route 66, why do they seek the Mother Road, and what is the nature of their trip, including travel expenditures? The discussion begins by considering prior relevant studies and then describes the survey research protocol followed by Rutgers University to advance our knowledge of "Who Travels on the Route," including the development and administration of a Route 66 travel survey questionnaire. The responses to this questionnaire are then described in the chapter, first in summary form for those seeking a quick overview of our findings, followed by a more detailed question-by-question description (including multiple statistics) for those interested in comprehensive coverage. With the Route 66 traveler survey responses described, we then affect a comparative analysis of our findings. The comparative narrative first compares the Rutgers-specified profile of the Route 66 traveler with findings of prior survey research of Mother Road tourists (which is admittedly limited). It then compares the Rutgers-specified profile of Route 66 travelers with the characteristics of the broader group of heritage travelers in the United States. (Information on the latter group is also far from complete.) Finally, our discussion compares the Rutgers findings of "Who Travels on Route 66"—the subject of this chapter—to the Rutgers findings of "Who Lives on Route 66"—the profile developed in the previous chapter. We conclude by noting continuing Rutgers research on the data produced by the Route 66 Traveler Survey as well as consideration of potential expanded survey initiatives for the future.

BACKGROUND: PRIOR RESEARCH AND THE RUTGERS TRAVEL SURVEY RESEARCH PROTOCOL AND QUESTIONNAIRE

As an historic corridor and cultural landscape, Route 66 is one of the longest in the United States at some 2,400 miles. Like many other historic and cultural resources, it attracts many tourists. While The Mother Road's allure to today's tourist may derive in part from a desire to retrace a long ago journey, it is clear that stories, songs, and movies have transformed Route 66 to iconic status and to become part of our cultural gestalt. The result is that Route 66 attracts travelers from all 50 states and from nations around the globe.

No prior effort has ever identified and analyzed the nature of tourism along the full length of The Main Street of America. Thus, despite its world renown, some key characteristics of Route 66 as a tourism destination remain largely unknown. Numerous fundamental questions remain unanswered. Who targets Route 66 as their travel destination? What specific Mother Road attributes draw them to such travel? What are their trip characteristics, such as duration and travel party size? What activities do these visitors undertake while touring the road? How much economic activity do tourists entranced by the mystique of Route 66 annually inject into communities along the highway's corridor?

Prior Route 66 Traveler Surveys and Data Sources

This is not to say that there have been no prior attempts to answer at least some of the above questions for *parts* of the highway. In a first-of-its-kind investigation with respect to the Mother Road, Seely & Associates, Inc.[148] (2000; hereinafter referenced as Seely 2000) examined tourism along Route 66 in New Mexico. Within that state, it focused mainly upon characterizing the economic impacts of tourism along the post-1936 alignment, which runs immediately parallel to Interstate 40. Over the course of five months (June-October 1999) the Seely study team distributed 5,000 visitor surveys to six different sites along the road to ascertain spending, (eleven categories), and other characteristics. The surveys were self-administered. About 6 percent (a count of nearly 300) of all surveys distributed were returned and coded. Using receipts from hotels along the highways and several assumptions, the authors develop an estimate of total spending by Route 66 tourists along the post-1936 alignment in New Mexico and also show the structure of the spending using the eleven categories reported by the surveyed tourists. In addition to questions with an economic focus, the Seely survey also requested basic travel-party characteristics as well as the nature of the Route 66 travel within New Mexico, e.g., country/state of origin, age of respondent, length of stay, travel mode, and the basic set of activities undertaken.

Other available investigations have tended to focus on single sites along the road. For example, as part of an effort to "brand" Flagstaff, Arizona, Michelle J. McNulty[149] (2007) investigated the extent to which Route 66 remained a "missed opportunity" for the city. The McNulty study was a master's thesis in rural geography at Northern Arizona University and is one of the best Route 66 surveys to date. As part of the effort, McNulty surveyed visitors to the City of Flagstaff Visitor's Center. Free postcards were given to respondents of a two-page instrument. Of the 400 surveys left at the visitor center's service desk, 273 were completed between Memorial Day and Labor Day 2006. Given the study focus on "branding," the survey understandably did not contain questions on spending, focusing instead on respondent socio-demographics, tourism information resources used for the trip, images evoked by the mention of Route 66, attendance at nearby attractions, and the relative importance of noted activities along the Mother Road.

On a smaller scale, some state/county/local government visitor centers along Route 66 and some privately owned restaurants, motels, and other places along the highway ask tourists who enter their facilities to sign in. Some log books are more complete than others and with rare exception, the sign-in is voluntary (rather than required), and where voluntary, may suffer from self-selection bias (i.e. those coming from afar are more likely to record their presence than locals). At their best, the log books are, of course, limited to estimates of the total number of visitors to the respective facilities as well as the state/country of their party's origin. One of the most complete log books is that of the Route 66 Museum in Clinton, Oklahoma, which is detailed in Chapter 6 and Technical Report Volume II. That chapter and technical report also summarize the re-

[148] Seely & Associates, Inc., *Route 66 Economic Impact Study.* Submitted to the Indian Pueblo Cultural Center and the Federal Highway Administration Scenic Byways Program (Albuquerque, NM: May 2000).

[149] Michelle J. McNulty, *The Mystique of Route 66 and the Image of Flagstaff, Arizona.* Master's thesis, Rural Geography, Northern Arizona University, December 2007.

sults of the Route 66 logbooks examined by Rutgers in other places besides the Clinton Museum (e.g., Ariston Cafe, Shea's Gas Station, and Joliet Historical Museum).

Rutgers University further contacted the National Historic Route 66 Federation, individual notable Route 66 experts, and the travel and tourism departments in all eight Route 66 states to ascertain if they had information on Route 66 tourism with respect to number, traveler profile, spending and other characteristics. While all those contacted genuinely tried to help, they bemoaned the absence of the requested information.

In essence, between literature searches of prior studies, review of log books and other evidence and expert contacts, few hard facts were gleaned to inform the present study on the full extent and nature of tourism along the full 2,400 mile Route 66, nature of spending along the Mother Road or the socio-demographics of its visitors. It was clear early on during the current investigation that primary research would be needed to identify information about whom explicitly visits historic Route 66 and what they spend in the process.

Rutgers Route 66 Travel Research Protocol and Questionnaire Development and Administration

To jump ahead in our narrative, the primary research regarding travelers along Route 66 effected by Rutgers consisted of 100,000 copies of a four-page questionnaire (detailed shortly, and a full copy contained at the end of the text portion of this chapter) that were distributed along the entire Mother Road (inserted into two issues of the *Route 66 Pulse*—a newspaper distributed along the full length of Route 66—and questionnaires also made available at "kiosks" at 33 popular Mother Road associated travel destinations). This protocol yielded about 4,200 responses.

Why was the above-described protocol followed? From the outset, it was decided that a classic representative sampling approach would be either prohibitively expensive or statistically unsound. This is because it would require a nationwide population, of which only a very small fraction would have visited Route 66 at all, let alone as the primary motive of the trip. To get the size of the subsample large enough to examine slices of it, the national survey sample would have had to have counted in the tens of thousands if not hundreds of thousands. The problem is compounded in trying to ascertain the international traveler component of Route 66 tourism as this component literally comes from around the globe.

Rutgers considered other ways to define the universe of Route 66 travelers. For instance, we explored using remote sensing satellite imagery to determine the count of motor vehicles on Route 66 at any given time, say weekdays and weekends. We explored various potential providers of the above-described satellite information, such as the exciting data available from Google Earth and commercial remote-sensing venders. Ultimately, however, we could not operationalize this approach for anywhere near the entire 2,400-mile Route given our constraints of time and budget. Further, even if one could, through satellite imagery, determine the count of vehicles on the Mother Road at any time, it would be impossible to determine the number of occupants per vehi-

cle, much less the demographic constitution of the traveler population. So, that again leaves the hurdle of tracing the universe of Route 66 travelers.

As a result of the above-described severe practical hurdles of attempting a nationally representative sampling approach (let alone an internationally representative sampling approach), the Rutgers study team elected to deploy a combined judgment-convenience sampling protocol in much the same fashion as predecessor (Seely and McNulty) partial studies of the road. The judgment element engaged experts in the geography, history, economics and culture of Route 66, as well as regional sections of the Mother Road, to identify ideal places along the Route at which kiosks would be located to gain some degree of response representation along the spatial extent of the highway. The convenience element was merely up-front acknowledgement that nonrepresentative sampling was the only practical protocol for the study. That is, it was the design at the outset that the surveys were to be left at kiosks and the *Route 66 Pulse*, to be picked up by those motivated visitors, and subsequently to be answered by a subsample of those self-selected tourists.

The problem with convenience samples is that they are nearly impossible to peg to the full target population. That is, from the start of this aspect of the study it was recognized that a useable survey could not fully and with 100 percent accuracy represent the population of people that visit Route 66. The upshot of this decision was that the study team would have no perfectly viable means by which it could scale up survey results so that resulting estimates could be made indicative of all visitors for the survey year, at least not with any recognizable level of confidence. Instead, the logical basis for the sampling effort was designed to be the "weak law of large numbers." This law convincingly argues that a sample mean value will converge in probability toward the true expected value with a sufficiently large sample. In summary, the law states that while the actual survey counts cannot be scaled to something perfectly meaningful, the general set of mean (average) tourist attributes and related distributions of responses for any given item within in the survey remain quite viable. In essence then, the database of about 4,200 traveler units (almost 10,000 persons) generated by the judgment-convenience survey—the largest and most representative survey by far ever developed for Route 66—balanced the survey's cost against the precision of the results that could be derived from it. More substantively, this study develops the very first nationwide profile of "Who Travels the Route."

The evolution of the survey instrument is a story unto itself. An initial cut of it was made by the principal investigators of the Rutgers research team (Drs. David Listokin and Michael Lahr). It combined elements of the survey instruments used by Seely (2000) and McNulty (2007) as well as questionnaires incorporated in past Rutgers studies of state-level heritage tourism and by the U.S. Travel Association of America. Every attempt also was further made to align answers to questions about socio-demographics to Census fields of information. The general concept was to make the results of the present study as comparable as possible to those from past studies as well as to relevant population data of the Route 66 Corridor (Chapter 2) so as to allow comparison of results (effected later in this chapter).

After the Rutgers principal investigators prepared a draft of the survey, it was circulated to an advisory panel comprising Route 66 experts in both in the public and private sectors, to the World Monuments Fund, and others, for comment. This led to multiple rounds of revisions to, and drafts of, the survey instrument with repeated back and forth interaction between the study team and its advisory panel to assure that all of the most important questions were asked and all reasonable responses were solicited. For example, an initial draft of the questionnaire did not contain queries regarding the travelers' interest in "Americana" other than Route 66 and the travelers' perspective on the "historical significance" of Route 66; the panel advised inclusion of these queries, so they were added. (See Questions 13, 14, 19, and 20 in the Rutgers Route 66 Traveler Survey.) Another example was panel-suggested additions to an initial Rutgers draft question regarding Route 66 attributes. This question initially included the 13 pre-specified attributes[150] that McNulty (2007) used in her path-breaking Flagstaff questionnaire. To this initial list of 13 characteristics, the panel recommended (and Rutgers included) the following five additional traits of the Mother Road: (1) "trading posts/curio shops"; (2) "navigating highway"; (3) "nostalgia"; (4) "other roadside attractions"; and a more general, open-ended (5) "other" (see Rutgers survey question 15.) The panel also made insightful recommendations concerning questionnaire language, such as adding the descriptor of "vintage" before both "diners/restaurants" and "hotels/motels" (both listed as pre-specified Route 66 attractions), and the removal of the term "iconic" (placed before "Route 66 site") because that might distort as an unintended religious attribution.

Once all key concerns were addressed, the survey was sent to Rutgers University's Bloustein Center for Survey Research (BCSR) to further refine the questions and to make additional improvements to the survey instrument. (More generally, the BCSR was charged with the responsibility of administering the survey, with the following BCSR principals in charge: Dr. Marc Weiner and Mr. Orin Puniello [the latter a Rutgers doctoral student]). The final draft survey instrument was then circulated one last time to the Route 66 expert panel for a final "sign-off."

The four-page intercept survey contained a total of about 30 questions concerning travelers' places of residence and socioeconomic profile, trip-expenditure characteristics, and traveler perspectives on Route 66 (e.g. attractions and challenges). A copy of the survey is located at the conclusion of the text portion of this chapter. As an overview, Table 3.1 presents a summary of the questions and their form and organization. Evident from Table 3.1 is the presence of questions with both pre-specified and open-ended responses, with the former predominating. The topical order of the survey follows standard survey practice, with more "sensitive" socio-economic questions contained in the conclusion of the probe. Indicated earlier, but warranting a second mention, is the survey building from prior research, with, for instance, the Rutgers survey questions 12 (Route 66 images), 15 (Route 66 characteristics) and 16 (importance of Route 66 char-

[150] (1) bars/nightclubs; (2) car/motorcycle cruising; (3) diners/restaurants; (4) gateway to West; (5) entertainment/amusement; (6) historic sites/monuments; (7) hotels/motels; (8) Indian trading post; (9) landscape; (10) national parks; (11) personal history; (12) small towns; and (13) U.S. history.

acteristics) derived almost verbatim from the McNulty (2007) Flagstaff visitor survey questions 8, 9, and 10, respectively. In a similar vein of building from prior research, the Rutgers Route 66 survey questions 1 (residence), 2 (trip length), 5 (trip purpose), 7 (trip frequency), 8 (travel party profile), 9 (trip spending), and 11 (trip activities) build, in part, from the Seely survey questions 2, 3A, 3H/4, 3G, 3C, 10, and 27, respectively. (See Table 3.1 and questionnaire contained at end of chapter text for details of the survey questions.) The Rutgers survey questions 5, 6, 8, 9, 10 and 21-29 build from almost identical prior Rutgers and state travel bureau heritage tourism analyses in Massachusetts, Missouri, Nebraska, New Jersey, Ohio, and Texas. These parallels allow for comparison of results, which we do later in this chapter.

The Rutgers survey was placed in both kiosks along Route 66 and in the *Route 66 Pulse*—and both warrant further description. The Route 66 expert panel, collaborating with Rutgers, helped select the places along the Mother Road where the kiosks would be placed. Rutgers University first circulated a list of about 200 popular Route 66 locations (derived from Route 66 guidebooks)[151] and asked the expert panel to select their "top 40" Route 66 travel "hot spots". The panel also added candidates of their own to the initial Rutgers roster of places. After circulating the nominated top 40 "hotspots" in repeated rounds with the panel, a final group of 40 was decided upon. All 40 locations were then contacted by BCSR to ascertain their willingness to participate in the survey by having kiosks placed on their premises and 33 agreed to do so.

[151] Examples included Jerry McClanahan, *EZ 66 Guide for Travelers* (Lake Arrowhead, CA: National Historic Route 66 Federation, 2005); Drew Knowles, *Route 66 Adventure Handbook* (Santa Monica, CA: Santa Monica Press, 2006); Sara Benson, *Lonely Planet Road Trip Route 66* (Victoria, Australia: Lonely Planet Publications Pty Ltd, 2003); and various state-by-state guides, such as Jim Ross, *Oklahoma Route 66* (Arcadia, OK: Ghost Town Press, 2001); Richard and Sherry Mangum, *Route 66 Across Arizona* (Flagstaff, AZ: Hexagon Press, 2001), and John Weiss, *Traveling the New, Historic Route 66 of Illinois* (Wilmington, IL: Historic 66, 2007). As always, Michael Wallis's *Route 66: The Mother Road* (New York, NY: St. Martin's Press, 1990) was helpful as well in identifying potential sites for the kiosks.

The locations of the 33 kiosks deliberately included places along all eight Route 66 states as follows:

Route 66 State	Kiosk Site/Location
Illinois	• Ambler's Texaco, Dwight
	• Ariston Café, Litchfield
	• Del Rhea's Chicken Basket, Willowbrook
	• Joliet Museum, Joliet
	• Pontiac Museum, Pontiac
	• Shea's Gas Station, Springfield
Missouri	• Bell Restaurant, Lebanon
	• Joplin CVB, Joplin
	• Missouri Route 66 Park, Eureka
	• Route 66 Museum, Lebanon
Kansas	• Baxter Springs, Baxter
	• Kan-O-Tex/4 Women on the Route, Galena
	• Eisler Brothers, Riverton
Oklahoma	• National Route 66 Museum, Elk City
	• Oklahoma Route 66 Museum, Clinton
	• POPS, Arcadia
	• Round Barn, Arcadia
Texas	• Mid Point Café/Shop, Adrian
	• Texas Route 66 Museum, McLean
New Mexico	• Motel Safari, Tucumcari
	• Tee Pee Curios, Tucumcari
Arizona	• Cool Springs, Kingman
	• Jack Rabbit Trading, Joseph City
	• La Posada Hotel, Winslow
	• Flagstaff Visitors Center, Flagstaff
	• Powerhouse Visitors/ Route 66 Museum, Kingman
	• Route 66 Visitors Center, Seligman
	• Wigwam Motel, Holbrook
	• Snow Cap Drive-In, Seligman
California	• California Route 66 Museum, Victorville
	• Route 66 Mother Road Museum, Barstow
	• Roy's, Amboy
	• Wigwam Motel, Rialto

A brief description of the kiosks themselves is in order. The self-administered kiosk approach was used to facilitate the cost-effective data capture of a wide swath of Route 66 riders stopping at commonly visited sites. The difficulty of randomly sampling travelers along Route 66, discussed in greater detail above, compelled the research team to deploy this approach as the first

part of a two-part effort to maximize market penetration of the Route by focusing on the key locations. Physically, the kiosks, constructed as clear bi-level brochure holders, allowed for the surveys to be placed on a counter in easy view of travelers. The brochure holder was constructed to permit the placement of business reply mail envelopes to be placed behind the surveys, along with golf pencils to help facilitate immediate survey compliance.

The geographic reach of the survey was extended far beyond the 33 kiosk locations because, as noted earlier, we could access the *Route 66 Pulse*. The latter is a complimentary (supported by advertisers) newspaper started in 2005 and currently distributed at many newsstands and businesses (including convention and visitors bureaus, chambers of commerce, and visitors' centers) on or near the full 2,400-mile Mother Road from Chicago to Santa Monica. This periodic (9 times yearly[152]) publication features current events, photographs, places to visit, and an historic look at the past of Route 66. Jim Conkle, Executive Director of the Route 66 Preservation Foundation, is the publisher/editor/general manager of the *Route 66 Pulse*. (Janson Bernhardt is the *Pulse's* Associate Publisher.)

In sum, the collaborative effort of *Route 66 Pulse*, the Route 66 locations accepting the kiosks, a panel of Route 66 experts, and Rutgers University resulted in the most extensive survey to date of travelers on Route 66. Approximately 100,000 surveys were distributed along the entire road (inserted into issues 1 and 2 of volume 4 of the *Route 66 Pulse* and also made available in "kiosks" at 33 popular Mother Road-associated travel destinations) between June 2009 and June 2010. To cover year-round travel behavior and economic conditions, the survey field period lasted one full calendar year (between June 2009 and June 2010). A total 4,176 surveys were returned, of which 3,030 (73 percent) had originally been placed in the *Route 66 Pulse* and 1,146 (27 percent) originated from the kiosks. This type of data capture is referred to as a passive intercept survey (answered by those coming across the survey in the *Route 66 Pulse* and kiosks).
For ease of reference, *all of the quantitative tables (and associated figures)* showing *results from the Route 66 Traveler Survey* are contained in an easy-to-reference "Table Compendium" section at the end of this chapter. These include Tables 31 through 3.29 and Figures 3.1 through 3.19. The *qualitative results from the Route 66 Traveler Survey*, referenced in part in *Tables 3.30 through 3.43,* are contained in the text of this chapter.

Figure 3.1 shows the roll out of the survey using dates identified by survey respondents. By the end of the first half year, the lion's share of all filled-out surveys had been received. Still, a few dribbled in thereafter, amounting to about 440 surveys or 10 percent of the total previously received.

Table 3.2 details the precise location for 4,176 replies[153] to the Rutgers survey. The June-July issue of the *Route 66 Pulse* returned 1,523 questionnaires, almost identical to the number re-

[152] The 9 annual issues are for January–February; March–April; May; June; July; August; September; October; and November–December.
[153] Survey information was not available 2 of the 4,178 total replies.

turned (1,507) from the August-September issue of this newspaper for a combined total of 3,030. The 1,146 kiosk-source questionnaires came from all 33 locations, with the largest number of surveys coming from the Route 66 Visitor Center in Seligman, AZ (110); Shea's Historic Route 66 Museum in Springfield, IL (104); and Cool Springs Gift Shop in Kingman, AZ (99). In contrast, there were sparse survey returns from such locations as the California Route 66 Museum in Victorville, CA; Motel Safari in Tucumcari, NM; and Ambler's Texaco Station in Dwight, IL with only a handful of questionnaires from each of these places. Location information was missing for two respondents due to printing errors on the survey forms. (See Table 3.2 for details). Further detail on the Route 66 Survey is found in Figure 3.2 (kiosks by state) and Figure 3.3 (survey responses by source and by state).

We shall shortly report on the responses contained in the 4,178 returned questionnaires, first in summary form, and then detailed on a question-by-question basis. Before doing that, however, it is important to acknowledge the limitations of our work in this regard, as indeed all research has limitations. First and foremost is our combined judgment-convenience sampling protocol as opposed to a probability sampling approach. As described, there were good reasons for opting for the former as opposed to the latter approach, and we take comfort in the "weak law of large numbers." Nonetheless, with unlimited financial resources, one would opt for probability sampling. In a similar vein, the questionnaires would have been placed in many more kiosk locations (over and above our 33) in an ideal research world of unlimited resources. Further, our survey was in English only which may have posed a language barrier to Hispanic and international travelers on Route 66 from responding to our probe. While acknowledging these limitations, Rutgers stands by the work that has been done and is appreciative of the many individuals and organizations which helped make the survey possible. The Rutgers survey is order of magnitudes larger in terms of geographical scope (the entire Route as opposed to just a segment or individual site), the number of Route 66 traveler questionnaires distributed (Rutgers—100,000 versus 5,000 for Seely and 400 for McNulty), and the number of returned surveys that constitute our sample size (Rutgers—4,178 versus 300 for Seely and 273 for McNulty).

Table 3.1: Overview of the Rutgers Route 66 Traveler Survey

Section	Question Number	Content	Detail
I. Residence	1	Current Residence	Nation, state, zip/postal code
II. Travel Characteristics	2	Trip Length	Days –total trip and Route 66 portion
	3	Trip Length by Route 66 State	Days—by 8 Route 66 states
	4	Route 66 travel Direction	East, West
	5	Route 66 Travel Purpose	Pre-specified categories (e.g., vacation, business, or combination)
	6	Route 66 Travel Objective	Pre-specified categories (e.g., primary or secondary travel objective)

Overview of the Rutgers Route 66 Traveler Survey (continued)

Section	Question Number	Content	Detail
	7	Route 66 Travel Frequency	Four pre-specified categories (e.g., first trip to 4-or-more trips)
	8	Travel Party Size	Number -- adults/children
	9	Trip Expenditures	14 pre-specified categories (e.g. lodging, airfare, and gasoline)
	10	Overnight Stay Profile	Five pre-specified categories (e.g., hotel or camping)
	11	Route 66 Travel Activities	12 pre-specified categories (e.g. historic places and roadside attractions)
III. Additional Route 66 Detail	12	Route 66 "Images, Attractions, & Thoughts"	Open-ended
	13	Knowledge of Route 66 Historical Significance	Four pre-specified categories ("none" to "a lot")
	14	Importance of Route 66 Historical Significance	Four pre-specified categories ("none" to "a lot")
	15	Ranked Importance of Route 66 Characteristics	17 pre-specified categories (e.g., landscape, small towns, car/motorcycle cruising) and other (open-ended)
	17	Biggest Route 66 Challenges	Open-ended
	18	Recommendations to Enhance Route 66 Travel	Open-ended
	19	Other "Americana" Visitation	Yes-No
	20	Which "Americana"	Open-ended
IV. Traveler Profile	21	Household Size	Number of People
	22	Gender	Male/Female
	23	Age	Seven pre-specified categories from under 20 years to 70 and over
	24	Education	Four pre-specified categories from high school to graduate work
	25	Occupation	Nine pre-specified categories (e.g. management and service) and "retired"
	26	Household Income	Eight pre-specified categories from under $15,000 to $150,000 or more
	27	Marital Status	Four pre-specified categories (e.g., never married and now married)
	28	Ethnicity (Hispanic)	Yes-No
	29	Race	Five pre-specified categories (e.g., White and Asian)

SUMMARY OF THE ROUTE 66 TRAVELER STUDY

Route 66 Traveler Origins

Route 66 draws visitors from a broad geography and the 4,178 interviews included travelers from all 50 U.S. states and about 40 foreign countries.

About 84.7 percent of the 4,160 respondents (with respondent residence data) indicated a current U.S. residence, while 15.3 percent came from abroad. Not surprisingly among the U.S. travelers, residents of the eight states through which the Mother Road passes were heavily represented in the survey. Of the U.S.-based respondents, 60.8 percent (51.5% of all respondents) came from the eight Route 66 states and 39.2 percent of the U.S. travelers (33.2% of all the respondents) came from the remaining 42 states and the District of Columbia. Of the 15.3 percent of international responses, the lion's share was European and Canadian in origin. (Recall: the questionnaire was English-only, so this may have affected the above-cited international origins.) Of the European-based respondents, the largest number came from the United Kingdom, Germany and the Netherlands. Long-distance honors go to 63 hearty souls who trekked from Australia and New Zealand.

Route 66 Traveler Profile

From the survey response, the socioeconomic profile of the Route 66 traveler is:

1. Overwhelmingly (97%) white in race.
2. Overwhelmingly (97%) *not* Hispanic in ethnicity (recall however, the English-only version of the survey).
3. Generally (71%) married, though about one-tenth never married and one-seventh are currently divorced/widowed/separated.
4. Overwhelmingly middle-age (median of about 55 years) with a prominent senior contingent (46% were 60 years or older) and a younger cohort as well (about one-ninth were 20 to 39 years of age).
5. Generally (61%) in a two member household, though about one seventh were in one-member households and a small share (3%) were in large households of five or more members.
6. Typically well educated (about 30 percent have started or finished undergraduate college and an approximately equal share have started/completed graduate work), with some exceptions (about one-eighth have either just attended or graduated high school).
7. Employed in many occupations (about one-fifth are in service, sales, transportation and maintenance), though the most popular occupation category by far (36 percent) is management and professional (the latter management/professional finding comporting with the typically more advanced educational attainment noted earlier). Of note is that about four-tenths of the Route 66 travelers are retired.

8. Generally of middle-income (median household income of about $62,500), though there is a considerable range in household earnings (about 8 percent earn $25,000 or less annually, while almost one-quarter earn $100,000 or more per year).
9. Compared to the persons living in the Route 66 Corridor (derived earlier from the 2000 Census), the Route 66 traveler (derived from our survey), is: far more likely to be white in race; has a much lower share of Hispanic ethnicity; has more years of schooling; is far more likely to be either retired, or if employed, is working as a professional or manager; and is more affluent from an income standpoint.
10. Comparing the Route 66 traveler to heritage and cultural travelers more broadly (the latter information derived from the Travel Industry Association of America and Rutgers research on other studies) shows many similarities. For instance, both groups are decidedly middle-aged, are well educated, are relatively affluent and are disproportionately either retired or work in professional/managerial occupations.

Route 66 Trip Characteristics

While Route 66 survey respondents indicated a range of travel times along the Mother Road less than a day (13.6%) to over four weeks (4.5%), the median length trip was 5 days while the average (arithmetic) length trip was 11.1 days (the higher average reflects the presence of some extended duration travelers).

The Route 66 trip was often embedded in a longer trip (e.g., median length about 12 days) taken for other purposes (e.g., “driving coast to coast”)

About 61.1 percent of the Route 66 travel respondents were traveling west on Route 66 toward California, as opposed to east, toward Illinois.

The bulk of the respondents, 77.5 percent, indicated vacation or leisure to be one of the purposes of their Route 66 trip; 21.0 percent indicated they would be visiting friends or relatives; while others cited “other” or a combination of objectives.

The respondents included both those for whom travel along Route 66 was the primary objective (38.6 percent) as well as those (47.7 percent) viewing Route 66 as one of several objectives or (13.7 percent) as not a guiding objective at all (the latter, an “accidental” Route 66 traveler). Respondents included those making their first Route 66 trip (37.3 percent) as well as more veteran Mother Road travelers, with one-quarter having made four or more trips.

In two thirds (67.1 percent) of the cases, the most common Route 66 travel party size was two adult members; only about one-in-eight reported the presence of children. While there were some solo adult travelers (14.4 percent), more common (18.4%) were larger traveler groups of three or more adults.

Traveler Perspectives on Route 66

With the exception of the "accidental" Route 66 traveler, the lion's share of the respondents were motivated specifically to travel the Mother Road. The following are their perspectives of Route 66.

About 78.9 percent knew "some or a lot" about the highway's historical significance and a similar share cited that significance in their trip planning.

The most important Route 66 characteristics cited by the respondents was "historic sites/monuments"; "notable places/landmarks"; and "landscape." Rated just below these three traits, but still important were: "small towns"; "U.S. history"; "National Parks"; "vintage restaurants and motels"; "Gateway to the West"; "car/motorcycle cruising"; and "navigating highways." The least significant characteristics were "bars/nightclubs" and "entertainment/amusement." Not surprisingly given the above, about six-tenths of the respondents had also visited other destinations noted for "Americana."

In parallel with the above cited findings, when asked "What images, attractions, or thoughts come to mind when you hear "Route 66"? (an open ended question), some sample responses included "historic places, return to the old days"; "historical reference and discovery"; "history: traveled on it…with parents as a boy"; "Americana, great road history, roadside oddities [and] road trip"; "America in the 50s and 60s—classic cars, diners, motels with neon signs, wide open spaces"; "big slice of Americana"; "childhood travel on the Mother Road"; "Cars" (many specific automobile references, e.g. "big-fin Cadillac's" and "T-Birds"); "*Cars*" (Pixar/Disney movie); "driving in old cars, unhealthful but yummy food, music (50s and 60s)"; "specific destinations"—such as Shea's and Round Barn; "great people, great scenery and characters"; "individuality, mom and pop places"; "music, simpler life style (slower but good)"; "thrill of the journey—not a particular destination"; and "total freedom/happy memories." While the wide range of open-ended responses to the question regarding the Route 66 images, attractions, and thoughts is evident from the examples cited above, these many individual responses roughly cluster into the categories of *history/nostalgia, pop/culture, roadside attractions, specific destinations,* and *fun/freedom.*

Respondents generally seemed pleased with their Route 66 experience. To cite just one description: "Traveling with my best friend, we took a 2,500-mile motorcycle trip. This was the best trip of my life." Yet, the respondents noted challenges to travel along the Mother Road, with the number one complaint being "*Finding It*" (e.g., "finding it at all"; "finding intact sections"; "finding original route"; "finding Route in urban areas—disagreement on multiple routes"; "finding it in some states"; "lack of signage"; and "lack of consistent signage"). Other challenges were noted as well and we cite the following as examples: "limited language and other support for international travelers"; "many closed businesses"; "road condition on older byways and alignments"; "hard to find lodging in between towns"; "weather"; "seeing all there is to see"; and "time management." While these individual responses clearly vary, they cluster into such catego-

ries of challenges as *navigation, physical condition,* challenging *scale,* and *other* (e.g., international traveler support services).

The respondents recommended actions to enhance travel along Route 66 with these actions typically directed to address the perceived challenges such as "develop a Route-specific GPS for automobile and motorcycle use"; "install more and consistent signs"; "better markings for highways and landmarks"; "get AAA to show it on their state maps"; "clean up areas that need attention, road repair where needed"; "keep the historic facilities and bridges in good shape"; "more PR"; "more publicity and community cooperation"; "improve motel accommodations so that rooms are cleaner and more modern inside"; "keep what is open, open"; and "keep it real, classic and fun." Again, while the open-ended responses vary here with respect to Route 66-enhancing recommended actions, they roughly cluster into recommendations related to *navigation, physical condition, revitalization,* and *publicity.*

Route 66 Trip Expenditures

About nine-tenths of respondents indicated a least some data in at least one of eleven questionnaire-specified spending categories (lodging/camping, eating and drinking establishments, other food/snack/beverage, airfare, auto and RV rental, auto repair, other transport, gasoline and oil, admission to museums, other admissions and all other).

If spending is averaged across all respondents who indicated any spending in at least one category (i.e. missing values in other categories are assumed to be zeros), then the summed spending per trip (Route 66 portion) for all purposes is in the range of $1,500 to $2,000. Of that sum, the largest expenses are for lodging, eating/drinking and direct travel-related trip outlays (for airfare, auto/RV rental and gasoline and oil).

DETAILED QUESTION BY QUESTION RESPONSES TO PRE-CODED QUESTIONS

Route 66 Traveler Origins

Question 1: Where do you currently live?

Of the 4,178 survey responses, 18 did not indicate a residence, leaving 4,160 with a place of origin. The available place data showed that Route 66 draws visitors from a broad geography. The 4,160 surveys include travelers from all 50 U.S. States, as well as the District of Columbia, and 38 foreign countries.[154] Of the 4,160 respondents, 3,523 or about 85 percent indicated a current U.S. residence, while 637 (15 percent) came from foreign shores. We will examine the U.S. based travelers first and then those coming from abroad.

[154] For reporting purposes the one survey response from an individual living in the U.S. Virgin Islands is included in the 38 foreign countries.

Route 66 Traveler Place of Origin

Residence	Number	Percentage
United States	3,523	84.7
Outside United States	637	15.3
Total	4,160	100.0

U.S.-Based Route 66 Travel Survey Respondents

Table. 3.3 lists the current U.S. resident-respondents by state in state alphabetical order while Table 3.4 indicates the U.S. respondents by state in order of state frequency. In both cases, the eight Route 66 states are shown in grey shade.

The large numbers of Route 66 survey respondents from the eight Mother Road states is clearly evident by the clustering of these states towards the top of the rank-ordered Table 3.4. Of the 3,523 U.S.-based respondents, 2,141 or 60.8 percent came from one of the eight states. The 2,141 Mother Road state respondents comprise 51.5 percent of the 4,160 respondents from all places including international travelers.

It conforms to common sense that among U.S. travelers, residents of the eight states through which the Mother Road passes would be heavily represented in the survey. What factors may explain *differences* in responses from the different eight Route 66 states, so that, for instance, there are 581 replies from California-based residents (16.5% of the total 3,523 U.S.-based surveys) as against 215 responses from Texas residents (6.1% of the total 3,523 U.S.-based surveys)? While we surely do not have an exact blueprint of why the specific state returns are what they are, the following factors may contribute.

Population size – In a variation of the gravity model, more populous states may very well have a larger representation in the survey responses. The population parameters may include the total state population as well as the population on the Route 66 Corridor, with both of these population figures and state ranking shown in Table 3.5.

Route 66 mileage – In yet another variation of the gravity model, states with more Mother Road miles may generate larger Route 66 survey responses. Table 3.5 contains these road mileage figures and state ranking.

Number of survey kiosks – As indicated earlier and summarized in Table 3.5, the number of Route 66 traveler survey kiosks varied by state. It is possible that those states with more kiosks will "generate" heightened survey returns.

We emphasize that the above are *possible* influences on state survey frequency; we see some hint (not proof) of their practical effect. For instance, two of most populous states on the Route (both

total and Route 66 Corridor) California and Illinois (Table 3.5), were also the biggest senders of Route 66 travelers with respect to Mother Road survey responses, comprising 16.5 percent and 9.7 percent respectively of the total U.S. responses (Table 3.4). Although Texas is the second largest state by overall population, it is the second smallest state on the Route with regard to total Route miles, as well as the second smallest in terms of the Route 66 Corridor population traversed (Table 3.5). Consequently, the 6.1 percent of Route 66 surveys from Texas (of the total U.S. responses) is less than that contributed by smaller Mother Road states, such as Arizona (8.9 percent), Oklahoma (8.3 percent), and Missouri (7.6 percent; see Table 3.4). On the opposite side of the comparison is New Mexico, which despite hosting significant Route mileage, was home to the second fewest number of Route 66 survey respondents (1.9 percent of the U.S. total), which may be due to its total population, which is the lowest among Route states. (Table 3.5).

Kansas has the second lowest total population among Route-hosting states (it has the lowest Route 66 Corridor population by far) and it contains by far the fewest miles of the Mother Road. Only about 13 miles of Route 66 cut across a corner of the state that is sparsely populated and three hours removed from the major population centers of Wichita and Kansas City. Fittingly, then, Kansas was listed as place of current residence for the fewest numbers of Mother Road respondents among Route states (1.7 percent of the U.S. total), and was surpassed by seven non-Route states. (In order of survey responses, they are: Michigan, Ohio, Florida, Wisconsin, Indiana, Pennsylvania, and New York; see Table 3.4.) The only other Route state to be surpassed by non-Route states in terms of survey responses was New Mexico. Why? The following factors may be at play here. While New Mexico has the longest Route 66 mileage among the eight Mother Road states, its overall population is lowest amongst Route states and its Route 66 Corridor population is on the lower end of the scale. Further, the state contained relatively few travel survey kiosks (Table 3.5). Again, we must emphasize that these are possible explanations rather than confirmed facts.

Origins of survey respondents hailing from states other than those along the Route generally correlate with the state's population, modulated somewhat by the state's proximity to the Route. These are, again, "gravity factors." Essentially, states that have large populations *or* are close to the Route are generally well represented, and states that have large populations *and* are close to the Route are particularly well represented. Thus, the populous neighbors of Route 66 states—Michigan, Ohio, Wisconsin and Indiana—all posted significant survey response numbers (3.0 percent, 2.9 percent, 2.5 percent, and 2.2 percent, respectively, of all U.S.-based Route 66 survey respondents; see Table 3.3), as did the distant but heavily populated states of Florida (2.8 percent), Pennsylvania (2.0 percent), and New York (1.7 percent). (FL, PA and NY percentages all refer to share of U.S.-resident survey respondents.)

International Route 66 Travel Survey Respondents

As noted earlier, 637 of the total 4,160 place-indicated Route 66 survey respondents, or about one-seventh (15 percent) of all those replying with a place of residence shown, indicated that they currently lived outside the United States. Table 3.6 lists the 367 international respondents by country of origin in alphabetical order. Of overseas travelers, a sizeable majority (73 percent) hailed from Europe.[155] Of Europeans, travelers from the United Kingdom were responsible for the largest number of returned surveys (27.2 percent of international and 4.2 percent of all respondents), followed by France (7.2 percent of international and 1.1 percent of all respondents), and Germany (6.8 percent of international and 1.0 percent of all respondents)—three of the four most populous countries on the continent. After the United Kingdom (173 survey responses), our neighbor to the north—Canada—had the largest survey contingency (92). It is also interesting to note that 328, or 52 percent of the international respondents, hailed from countries where English is the national language: Australia, New Zealand, Canada, and the United Kingdom. (Recall, however, our English-only questionnaire.) Combined, travelers from either Europe or an English speaking country accounted for 97.2 percent of respondents indicating addresses outside the U.S. Combined, travelers from the United States and Europe comprised 95.8 percent of the place-indicated travel respondents, both domestic and international, as is indicated in Figure 3.4.

While the above national concentrations are surely evident, the long list of countries shown in Table 3.6 reflects the international draw of Route 66. The roster of countries respresented by survey respondents, including as examples those hailing from Albania, Lebanon, Mali, Slovenia and Turkey, is a veritable United Nations.

Before concluding this section, two observations are in order. First, the overall geographic distribution of survey respondents fits general expectations, such as the gravity model leading more populous states to send more Route 66 travelers and for Mother Road-proximate states to do the same, especially since most Route 66 travel is enjoyed by motorcar. That the overwhelming majority of international travelers come from European and/or English-speaking countries also comports with what one would expect, as Route 66's draw is based in part on its historical and media stature in American—and by extension Western/English speaking—culture. Although the survey methodology employed in this study cannot be expected to draw a random or representative sample, the seemingly "appropriate" fit of the respondent's geographic distribution suggests that the respondent pool may not be far off – at least with regard to place of residence. At the same time, however, we acknowledge potential distortion in our findings regarding the presence and distribution of international travelers. As our questionnaire was English-only, this may have dampened responses by non-English-speaking travelers; accordingly, the true presence of international tourists on Route 66 may be higher than the 15 percent reported here, as may be

[155] There were 462 Route 66 survey respondents from Europe comprised as follows: Albania (1), Austria (5), Belgium (10), Czech Republic (4), Denmark (17), Finland (6), France (46), Germany (43), Ireland (6), Italy (27), Luxembourg (2), Netherlands (40), Norway (3), Poland (3), Romania (1), Slovenia (5), Spain (31), Sweden (9), Switzerland (16), Turkey (1), and United Kingdom (173).

their specific national distribution (e.g., our survey may undercount true visitation to the Mother Road from Asia and South America).

Trip Duration (Route 66 and Total Trip)

Question 2: How long will you be traveling (number of days)?

Travel along Route 66; Total trip: Route 66 and other locations

Question 2 of the survey had two parts: the trip duration for Route 66 (2a) and that for the entire trip (2b), the latter applicable if travel on the Mother Road was part of a longer trip. We report on the replies in turn.

Survey respondents indicated a range of trip durations along Route 66. Of the 3,779 respondents who completed the question, the median Mother Road trip length was 5 days and the mean (arithmetic average) was 11.1 days (see table 3.7 and Figure 3.5a).[156] Overall, 64.9 percent of travelers indicated trip durations of one week or less, and 85.1 percent one to two weeks. Route 66 day trips and one-night stays constituted more than a quarter (28.5 percent) of responses, with 13.6 percent of travelers indicating trip durations of one day or less, and an additional 14.9 percent indicating Route 66 trip durations of 2 days. Of the 35 percent of respondents on Route 66 trips longer than one week, a majority (57.4 percent) indicated a trip of one to two weeks). (See Table 3.7 and Figure 3.5a for details.)

Route 66 was often part of a larger trip, with 3,505 respondents completing question 2b. The distribution of total trip duration ("Route 66 and other locations") was skewed toward longer trips, with 65.6 percent of respondents indicating trips of longer than one week (see table 3.7 and Figure 3.5b). The mean of the total trips was nearly double that of just Route 66, 21.1 days (as compared with 11.1 days). The median of total trip duration of 12 days was more than double that of along 66 alone.

Separating out which respondent's trips are entirely composed of Mother Road travel and which are traveling the Route as part of a longer trip takes some digging. Of respondents who an-

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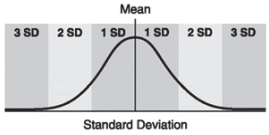
[156] The Route 66 Traveler Survey responses in the tables often contain measures of central tendency and variability (many not discussed in the text), including *mean, median, mode,* and *standard deviation.* As defined in the *Glossary of Statistical Terms* and other sources, these terms are:

Mean— The arithmetic average of a list of numbers, derived by adding the list of numbers and dividing by the number of numbers.

Median—The middle value in a data set, i.e., half the variables have values greater than the median and the other half of the variables have values lower than the median.

Mode—The most frequently occurring value in a data set.

Standard deviation (SD)—A statistic that indicates the amount of variability in a group of scores. When scores are normally distributed (i.e., when they are part of a bell-shaped, "normal" curve), about two-thirds of the scores are within one SD above and below the average (mean) score, and about 95 percent of the scores are within two SDs of the mean. In almost any shaped distribution, all scores will be within five SDs of the mean score.



swered both parts *a* and *b* of question 2 (3,299), 20.0 percent reported the same figure for both *a* and *b*. If both those answering only part *a* and those who answered *a* and *b* identically are taken to be Route 66-only travelers, and those indicating only part *b* or answering *a* and *b* differently are taken to be traveling the Mother Road as one component of a large trip, then the spilt breaks out to 28.6 percent for Route 66-only and 71.4 percent for Route 66 and other locations (see traveler composition numbers below).

Route 66 Traveler Composition of Trip

Trip Composition	Number	Percent
Along Route 66 Only	**1,140**	**28.6**
a Only	*480*	*12.0*
Both a & b (a=b)	*660*	*16.6*
Route 66 and Other Locations	**2,845**	**71.4**
b Only	*206*	*5.2*
Both a & b (a≠b)	*2639*	*66.2*
Total	**3,985**	**100.0**

Route 66 Trip Duration by State

Question 3: How many days will you be traveling along Route 66 in each of the following states?

Question 3 concerning travel (by days) along Route 66 by state had pre-specified responses ("a" through "h" for each of the eight Mother Road states and for the total—for the all-eight-state group), and the responses to our survey are shown in Table 3.8. The "N" in the table indicates how many respondents selected the "a" through "h" categories and the "sum" in the table quantifies the number of Route 66 travel days spent in each location. For instance, 2,592 of the respondents indicated Arizona as a Mother Road state visited, spending a total of 12,585 days there, or an average of 4.9 days in that state (12,585 divided by 2,592). As a whole, the Table 3.8 figures indicate the following.

By number of respondents, Arizona was the most visited state, with 66.4 percent of respondents (2,592 Arizona respondents of 3,905 answering any part of question 3) indicating they had spent some time traveling there. Oklahoma was second with 55.9 percent of respondents (2,181 divided by 3905). Kansas received the fewest numbers of travelers, with only 33.1 percent (1,292 divided by 3905) indicating they had spent time there. In terms of days spent in each state, Arizona is again at the top of the list, capturing 25.2 percent of total travel days (12,585 Arizona travel days of the survey's total 49,873 travel days in the eight states). Oklahoma is second with 19.3 percent (9,603 divided by 49,873), and Kansas last with just 3.6 percent (1,788 divided by 49,873). Notably, while 49.4 percent of respondents indicated they had spent time in Texas (1,930 Texas respondents of 3,905 total respondents), the state captured only 8.1 percent of total days (4,020 divided by 49,873), suggesting that many visitors were merely passing through.

Looking only at respondents who listed a value for that state, the median of travel days for all Route states was two, with the exceptions of Kansas and Texas, whose median days traveled was one. The mean (average) of travel days ranged from a low of 1.4 in Kansas to a high of 4.9 in Arizona. However, we must once again confront the issue of how to treat missing values. If for a respondent who indicates a figure for at least one state, all states left blank are treated as zeroes, then the averages are pulled down. The question does not instruct respondents to indicate zero if they did not spend time in a state. The result is that the averages by state are not directly comparable, for example Kansas' mean of 1.4 days indicates that *travelers who spent time in Kansas* spent an average (mean) of 1.4 days in that state (5,367 total days divided by 1842 respondents indicating time in Kansas). If we put indicated time spent in Kansas in the context of *all* travelers indicating time in *any* state, then the average (mean) drops to 0.5 days (5,367 divided by total 3,905 respondents indicating time in any state). By this measure, mean averages range from a low of 0.5 in Kansas to a high of 3.2 in Arizona. The medians for Arizona, New Mexico, and Oklahoma become 1, while the median for all other states is now 0. Both measures are detailed side by side in Table 3.8.

Route 66 Travel Direction

Question 4: Which direction are you traveling along Route 66—West, towards California; East, towards Illinois?

About 61.1 percent of respondents indicated they were traveling West, towards California, 28.7 percent East, towards Illinois, and 10.1 percent round trip (Table 3.9). The figure for round trips is likely underreported as there was no check box for "round trip" on the survey form. Accordingly, the 10.1 percent is comprised entirely of respondents who independently created the category on their forms. Had the option been presented, it is probable that the figure would have been higher. Nevertheless, the responses show a clear preference for westward travel, which is in keeping with Route 66's historical association with migration to the West.

Route 66 Travel Purpose

Question 5: What is the purpose of your travel along Route 66? (Please mark all that apply) Vacation (or leisure); Visit friends/relatives; Business; Combination; Other

Question 6: Is your travel along Route 66 (please make one): Your primary travel objective/destination; One of several travel objectives/destinations; No a planned objective/destination

Question 7: If travel along Route 66 is your primary travel objective/destination, is this your first such trip? Yes, first trip; No, have done 2-3 trips; No, have done 4 or more; Not a primary factor

The bulk of respondents, 77.5 percent, indicated vacation or leisure to be one of the purposes of their trip (Table 3.10). 21.0 percent indicated they were visiting relatives or friends, 4.2 percent were doing business, and 6.4 percent were doing something "other." About one-sixth (15.6 per-

cent) indicated some combination thereof, such as realizing the dual objectives of vacation and business or vacation and visiting relatives. An alert reader will observe that tallying the above-indicated percentages adds to well over 100 percent, which reflects the nature of the question and the instructions given on the survey with respect to this question, namely to "check all that apply." Overall, 86.3 percent of respondents indicated that traveling along Route 66 was in itself a planned objective of their trip (the remaining 13.7 percent indicating it was "not an objective"); for 38.6 percent of travelers, it was the primary objective (Table 3.11). That 47.9 percent of travelers said that Route 66 was one among several destinations is not surprising, considering the nature of a road as an attraction as a highway (i.e. an objective unto itself as well as a means of transport to other goals). The Rutgers survey also reveals that Route 66 does good "repeat business," with nearly half of respondents reporting that they had traveled the Mother Road previously (see Table 3.12 and Figure 3.7). If "incidental Route 66 travelers"—those indicating that the Mother Road was not a primary objective—are excluded,[157] then the percentage of "repeat customers" rises to a total of 56.2 percent,[158] with almost one-third[159] of those having previously taken four or more trips (Table 3.12).

Travel Party Size

Question 8: Including yourself, how many adults and children are in your immediate travel party?

The average travel party contained two adults, with a full 67.1 percent of respondents (2,782 of 4,143; see Figure 3.8) indicating that there were two adults in their travel party. With 14.4 percent of responses (597 divided by 4,143), the second most commonly reported travel party size was one adult. A total of 512 respondents or about one-eighth (12.4 percent), indicated that their party contained children (under the age of 18), with 81.4 percent of those groups (471 of 512) including two children or less.

By mean, the average of indicated values for adults was 3.2, and the average for children was 1.24. However, we are here again confronted with the issue of how to treat missing values. Overall, 4,143 indicated a number for adults (including three zero responses) and 777 for children (including 265 zero responses). Altogether, 4,146 indicated *something* (including three respondents who completed only the children portion of the question). If the responses are averaged out amongst the total question 8 respondent pool (4,416), the data shows that, by mean, the average travel party contained 3.0 adults and 0.2 children (see statistics accompanying Table 3.13). (Perhaps parents with children were less likely to fill out a survey because of children-related obligations).

[157] That subtraction of "493" (not primary factor) respondents from the 3,327 total primary respondents shown in Table 3.12 leaves 2,834 "1 to 4 or more" trip respondents."

[158] Derived by dividing the 1,596 multiple Route 66 travel respondents (combining the 2-3 trips and 4-or-more trip respondents) divided by the 2,834 respondents described in the previous footnote.

[159] Derived by dividing the 851 "4-or-more trip" respondents by the 2,834 respondents.

Route 66 Travel Expenditures

Question 9: Please estimate how much you plan to spend on the following categories during your trip to Route 66. Lodging/camping; Eating and drinking; Other food/snack/beverage purchases; Airfare; Auto and RV rental; Auto repair; Other transportation; Gasoline and oil; Admission to museums/historical sites/parks; Other admissions, recreation, etc.; All other purchases

About nine-tenths (88 percent—3,677 of 4,178) of respondents indicated that they intended to spend at least some amount of dollars in at least one of the eleven survey pre-specified categories. The following does *not* include the 12 percent of surveys that did not complete the questions related to spending (Table 3.14 and Figure 3.9). The most commonly reported spending category (3,346 of 3,677) was *Eating and drinking establishments*, for which 91 percent of those who indicated spending listed an expenditure figure. The average (mean) amount reported for eating and drinking was $281. The second most commonly reported category (3,126 of 3,677) was *Gasoline and oil (auto, RV, boat, etc.)*, for which 85 percent indicated some outlay, with the average being $286. The most costly categories were *Airfare* and *Auto and RV Rental*, with an average cost of $957 and $890, respectively, although less than a third of respondents indicated expenditures for either of those categories combined (Table 3.14). The low percentage of respondents indicating non-zero amounts for those categories fits expectation, as a majority of travelers hail from Route states or states nearby and thus can be expected to travel in their own automobiles. *Lodging/camping* was a major expense for most travelers. 76 percent reported spending in this category, with an average amount of $519.

If spending is averaged across all respondents who indicated *any spending* in at least *one category* (i.e., missing values in other categories are assumed to be zeroes), then the average breaks down as shown in Table 3.14 and Figure 3.9. *Lodging/camping* is the largest expense, averaged out at $394 dollars per responding travel party. The next largest expenditure is *Eating and drinking establishments*, which breaks down to $256 per party. Gasoline and oil is another major expense at $243 per respondent. *Auto & RV rental* came in at $147 per party. *All other purchases* also came in at $147, which is likely related to *shopping*, an activity that 62.9 percent of respondents—2,558 of 4,070 (see question 11; Table 3.16)—reported they had engaged in on their trip. Anecdotal evidence reported in the open-ended questions shows that shopping for artwork and handicrafts is a popular activity for travelers on Route 66.

What is the average (mean) spending by the Route 66 travelers responding to our survey for the sum of all the expenditure categories? As indicated in Table 3.14, that average is $1,515 for respondents, as described earlier, who indicated spending in at least one of the 11 pre-specified categories, thereby making all unanswered categories equal to $0 with respect to the Route 66 travel expenditure calculation. There were a total of 3,677 such respondents who flagged at least one expenditure group. It is instructive to consider how the average Route 66 spending changes, as well as the respondent sample size, if *alternative* assumptions are made, such as averaging the

outlays of at least two of the 11 pre-specified categories, then three of the 11, four of the 11, and so on. These results are shown below

.

Minimum Answer to Indicated Number of 11 Expenditure Categories	Maximum Number of Unanswered Expenditure Categories (of 11)	Sample Size (Number of Respondents)	Total Spending of 11 Expenditure Categories ($)
At least 1	10	3,677	$1,515
At least 2	9	3,572	1,554
At least 3	8	3,366	1,632
At least 4	7	3,045	1,755
At least 5	6	2,589	1,949
At least 6	5	1,919	2,313
At least 7	4	1,081	3,043
At least 8	3	456	4,149
At least 9	2	177	5,389
At least 10	1	48	7,057
At least 11	0	6	$10,559

The above progression of figures shows the following. As you raise the bar of the threshold of expenditure categories that have to be filled in by respondents before counting the travel outlay results, *sample size decreases and Route 66 spending amounts increase*. Both of these trend lines are expected. As you raise the threshold of the number of expenditure groups that have to be completed before tallying the average, then understandably the sample size declines because (1) fewer travelers can be expected to have actually incurred expenditures in the rising numbers of pre-specified categories, and (2) human nature, being what it is, fewer respondents have the diligence to respond to a long list of requested information.

Why do the average Route 66 outlays increase as the trigger of the number of pre-specified spending categories that have to be answered rises? This, again, may have multiple explanations. One take is that by restricting the calculation to the pool of respondents who indicated spending in rising numbers of expenditure groups, you inherently focus more on the high spenders, so understandably the average bill for the Route 66 trip rises.

Yet another phenomenon may influence the results. The Route 66 travel survey posed the following specific question with regard to outlays:

9. Please estimate how much you plan to spend on the following categories during your trip on Route 66. ***(Please enter zero if no spending)***

Category	($)
a. Lodging/camping	
b. Eating and drinking establishments	
c. Other food/snack/beverage purchases	
d. Airfare	
e. Auto and RV rental	
f. Auto repair	
g. Other transportation (taxi, train, etc.)	
h. Gasoline and oil (auto, RV, boat, etc.)	
i. Admission to museums/historical sites/parks	
j. Other admissions, recreation and entertainment, including gaming	
k. All other purchases (souvenirs, film, books, gifts, clothing, etc.)	

While the question clearly indicated (in italics) the instruction to *Please enter zero if no spending*, respondents may not have adhered to that instruction. So, the question is posed: If a survey form has a blank (no response) by an expenditure category, does that mean there was indeed no incurred spending, or did the respondent in fact have an outlay in that category and simply did not include that outlay as requested? If indeed a factual situation of no spending should have been flagged with a $0, as clearly requested by the survey instructions, that does not give a bright line answer to the situation of what to do with a blank expenditure category.

So let us link this discussion with the earlier-observed trend line of numbers whereby the average total Route 66 travel expenditure amount rose as we increased the threshold of the minimum number of expenditure categories that had to be answered before calculating that average. Let us start with the base case where the threshold was an answer to "at least one" of the eleven pre-specified spending slots. That means that up to 10 of the categories could have been left blank and would, under our protocol, be counted as a $0 outlay (and not a "No" response). It is unlikely, given the nature of a Route 66 trip, which typically takes multiple days, that a traveler would have, in fact, incurred *no* spending in so many of the 11 categories that included commonly expected outlays for someone on the Route, such as lodging, food, and gasoline. So in the "one" expenditure answer threshold, the assumption that up to 10 cost category non-responses are in fact zero outlays in these 10 categories is likely unrealistic.

As we move up on the threshold of the number of expenditure categories that have to be filled out before tallying the cost results, we likely reduce the unrealistic situation of the one-answer trigger (with up to 10 blank expenditure categories being counted as $0 outlays), but the sample size then goes down for the reasons described earlier: that travelers may have, in fact, not incurred outlays in some spending categories, or that the respondents are simply less diligent in completing a question with a long list of expenditure types (let alone not always following instructions).

The "sweet spot" with respect to Question 9 is where we retain a large sample size, say 2,500 to 3,000, of our some 4,200 respondents, and where the assumptions regarding the true intent of the respondents to this question are most realistic. That "sweet spot" is a threshold of a minimum of about 4 or 5, i.e., a respondent has to answer at least 4 or 5 of the 11 expenditure categories before we count the expenditure result. At this 4 to 5 threshold, the sample size remains quite robust, at 3,045 and 2,589, respectively. Also, the very fact that 4 or 5 expenditure answers have been given implies a responsible respondent that may very well not have incurred spending in some of the other categories from the long roster of choices.

How does this affect the spending calculation for Route 66 travel? Raising the threshold trigger from at least one response to the expenditure list to, say, 4 or 5 *does* increase the average Route 66 total trip outlay from $1,515 to $1,755 (4-item trigger) and $1,949 (5-item trigger), so there is an increase. Yet, this increase is not an order-of-magnitude increment and, perhaps more importantly, the clusters of higher and lower spending by category remain the same as that described earlier. For example, we earlier noted that at the 1-item trigger, the average Route 66 spending for lodging, food, and fuel were $394, $256, and $243, respectively, and that spending for these three basic travel necessities understandably dwarfed the other eight expenditure categories. With a 4-item trigger, the average outlays for lodging, food, and fuel are $455, $294, and $280, respectively, and these three categories remain by far the most dear with respect to dollar amount relative to the remaining list of eight (see figures below). So, while there is a change in outcome going from a 1-item trigger to a multiple-item threshold—say, the "sweet spot" of 4 to 5 items—the difference is incremental rather than substantial:

Route 66 Expenditures by Expenditure-Category Thresholds (In $)

Expenditure Category	1-Item (N = 3,677)	4-Item (N = 3,045)	5-Item (N = 2,589)	7-Item (N = 1,081)	10-Item (N = 48)
a. Lodging/camping	394	455	497	691	1,127
b. Eating/drinking	256	294	323	469	787
c. Other food/snack/beverage	66	76	84	129	279
d. Airfare	102	117	135	292	1,370
e. Auto and RV rental	147	172	199	401	1,709
f. Auto repair	19	22	25	48	94
g. Other transport	15	17	17	34	154
h. Gasoline/oil	243	280	305	398	449
i. Admission to museums, etc.	65	77	89	132	198
j. Other admissions	62	74	85	157	296
k. All other	147	171	191	290	594
Average Total	**1,515**	**1,755**	**1,949**	**3,043**	**7,057**
Group Total (Millions)	**5.57**	**5.35**	**5.05**	**3.29**	**0.34**

One purpose of this study is, of course, to identify inasmuch as possible the economic importance of U.S. Route 66 to the nation's economy as well as to the economy of the set of states through which it passes. Clearly the survey effort enables an elaboration of a rich profile of travelers along the road. Yet as identified a priori, the survey's non-representative nature assures that anything more than a rough estimate of the magnitude of visitation to and related spending along the entire course of the Mother Road will remain elusive. Still, an attempt at an estimate can be made, and doing so is the purpose of the discussion below (as explained earlier, responses to question 9 of the survey make possible several reasonable estimates of travel-party spending, each with a different sample size.)

A basic interpretation of Question 9 could yield average spending of $1,515 from 3,677 respondents. But, as noted earlier, a "sweet spot" from the survey appears to arise when a minimum of between 4 (average spending of $1,755 and 3,065 respondents) and 5 (average spending of $1,949 and 2,589 respondents) nonzero expenditure items are required for any given response to be valid. Again, at the "sweet spot" there is a minimal loss in sample size and yet reasonable assurance that respondents were being as complete as possible with their answers.

Total spending estimates for each of these three levels of respondents are (multiplying respondents by the spending) $5.57 million (at least one response), $5.34 million (at least four responses), and $5.05 million (at least five responses), respectively. Identifying a means by which to scale up this spending and, hence, responses to the population of all possible tourists was difficult to discover. Originally the Rutgers study team had hoped to obtain data on hotel spending along the route, following the Seeley study for the post-1936 alignment of Route 66 in New Mexico. It wound up being impossible to get the requisite data, as least in anything close to a timely manner, across the set of states along the full length of road's corridor, however. The next best alternative was deemed to be using the tourist count for the most highly visited museum specifically featuring the highway and the one with the most accurate count of visitors—the Route 66 Museum in Clinton, Oklahoma. Features of this museum, including visitation to it, are detailed in a case study that is located Chapter 6.

As described in the Rutgers case study of the Route 66 museum in Clinton, about 35,000 people visited in 2009. Assuming this is the population of all Route 66 tourists that visited Oklahoma and knowing from Table 3.8 that 56 percent (2,181 of 3,905 respondents) of Route 66 tourists visited Oklahoma, it can be estimated that about 62,500 tourists (35,000 divided by 0.56) traveled the Mother Road in 2009, the year of the survey. Further, as shown in Table 3.13, the average party size attributed to any one survey respondent is 3.19 individuals (2.96 adults and 0.23 children). Accordingly, a survey-based count of tourists from the basic interpretation as well as from the sweet spot is alternatively 11,730 individuals (sample size of 3,677 respondents multiplied by 3.19), 9,714 individuals (sample size of 3,045 respondents multiplied by 3.19), and 8,259 individuals (sample size of 2,589 multiplied by 3.19). This means each individual represented by survey responses alternatively could represent 5.33 (62,500 divided by 11,730), 6.43 (62,500 divided by 9,714), or 7.57 (62,500 divided by 8,259) tourists who actually traveled the

road. Multiplying this representation by the spending totals allocated to each sample in the preceding paragraph results in total tourism spending estimates that range between $29.7 million and $38.2 million ($5.57 million multiplied by 5.33 is $29.7 million; $5.34 million multiplied by 6.43 is $34.3 million; and $5.05 million multiplied by 7.57 is $38.2 million). Not surprisingly the higher of these two spending estimates derives from the case where five or more nonzero expenditure items were identified by respondents and not where four or more items were identified. The table below summarizes the calculations detailed in the prior paragraphs.

	(A)	(B)	(C)	(D)	(E)	(F)
		(A) x 3.19	62,500/(B)		(1)x(C)	(C)x(E)
Minimum Count of Nonzero-Expenditure	**Sample size**	**Total sample population**	**Population factor**	**Sample Average spending**	**Sample total spending**	**Total spending estimate**
1	3,677	11,730	5.33	$1,515	$5,570,655	$29,681,666
4	3,045	9,714	6.43	$1,755	$5,343,975	$34,383,203
5	2,589	8,259	7.57	$1,949	$5,045,961	$38,185,321

In the end then, the various permutations of the tourism survey data that were investigated yield total spending estimates of a similar magnitude – about $30 to $40 million. Of the various assumptions undertaken in the analysis, a few could be subject to further investigation. A prime target for such an investigation would be whether or not all travelers along the Oklahoma stretch of Route 66, in fact, do visit the Route 66 Museum in Clinton, Oklahoma, since this was not a result of the survey. Another is that the survey was likely unable to elicit responses from semi-regular local travelers along the route that might not consider that their vacation or weekend trip was Route 66-related. In this vein, the survey may well have missed a large component of travelers. On the other hand, studies of heritage travelers performed for other states by the Rutgers team suggest that only a small share of all heritage tourism spending ought to be allocated to heritage day-trippers, for example. Thus, error derived from sample selection bias is likely to be small.

Other key assumptions were, in fact, components of the survey and, hence, are reasonably well grounded in "truth." Still, it may well be that survey respondents consistently underreported their spending (forgetting, perhaps, spending on a plane trip or a half day of travel) or that Oklahoma's share of all travelers might be somewhat different than 56 percent. But the differences are likely to be small compared to differences displayed via the alternatives exercised above, where a difference of about 30 percent of that found for the base sample was generated ($29.7 million versus $38.2 million in tourism spending).

When chapter seven of this study incorporates total estimated Route 66 travel spending into an input-output model, we utilize the figure of $38.2 million (the estimate derived from the minimum five expenditure category response scenario). The overall magnitude of the input-output results would be similar, however, with the other total Route 66 traveler spending estimates derived here ($30 million and $34 million).

Route 66 Overnight Accommodations

Question 10: In your Route 66 travel, what percentage of your overnight stays occurs in the categories shown below?

Hotel/Motel/B&B; Condo or time share; Friends'/relatives' homes; RV or tent; Other

Of those respondents who indicated at least one category of shelter for overnight stays (3,835 – a 91.8 percent response rate), the mean percentage of overnight stays spent in a hotel, motel, or bed and breakfast was 73.1 percent (Table 3.15). This number is consistent with the primary tourism theme of travel along Route 66 and, indeed, vintage hotels and motels are often sought as destinations unto themselves that go beyond providing a bed for the night. Those who indicated that they spent time overnight at the homes of friends or relatives listed the amount of that time as 8.3 percent. About one-eighth (12.5 percent) stayed overnight in a recreational vehicle (RV) or tent and only a miniscule share (1.2 percent) availed themselves of a condominium or time share.

Route 66 Travel Activities

Question 11: In your Route 66 Travel, please indicate if you engaged in the activities shown below.

National/State parks; Outdoor activities; Historic Places/Museums; Notable places/landmarks; Cultural events/festivals; Roadside attractions; Shopping; Theme/amusement parks; Nightlife/dancing; Golf/tennis/skiing; Sports event; Gambling

Of the 97.5 percent of respondents (4,070 of 4,176) that completed this question, the most popular activity was visiting *Historic Places and Museums*, with 85.7 percent of respondents indicating activity in this category (Table 3.16). The next most commonly reported activities, at approximately four-fifths of respondents each, were visiting *Notable places and landmarks* (80.9 percent) and *Roadside attractions* (81.4 percent)*;* these are followed by the 68.5 percent of respondents visiting *National/state parks*—with all the activities in this sentence outranking *Shopping*, with 62.9 percent. *Outdoor activities* was listed as a pursuit by 40.2 percent of question respondents. Nearly a quarter listed participation in *Cultural events and festivals* (24.0 percent), and 16.0 percent participated in gambling activities. Amusements generally less directly associated with historical tourism like *Theme parks*, *Nightlife and dancing*, *sports events*, and *golf/tennis/skiing* were all indicated as activities engaged in for less than 10 percent of respondents, at 6.8 percent, 8.2 percent, 4.1 percent, and 1.9 percent, respectively.

Knowledge of Route 66 Historical Significance and Importance to Trip Planning

Question 13: How much do you know about the historical significance of Route 66? None; A little; Some; A lot

Question 14: How big of a factor was the historical significance of Route 66 in your trip planning? None; A little; Some; A lot

Travelers along Route 66 seem to be reasonably well informed of its historical significance (4,127 completed the question – a 98.8 percent response rate), with 78.9 percent of question respondents reporting *Some* or *A lot* of knowledge (Table 3.17 and Figure 3.11). Only about 1.4 percent claimed to have no knowledge of the Route's historic import, and 19.7 percent claimed just *A little.*

A full 89.6 percent of respondents indicated that the historical significance of Route 66 *had a discernable influence on their trip planning* (Table 3.18 and Figure 3.12); this is consistent with the 86.3 percent of respondents that claimed that travelling along the Route was in itself an objective of their trip in question 6. Of the respondents who claimed there was a discernable Mother Road influence on their trip planning (3,702 of 4132 total; see Table 3.18), 14.1 percent (584 of 4,132) described the influence as *A little,* 27.1 percent (1,119 of 4,132) said it was *Some,* and 48.4 percent (1,999 of 4,132) claimed it was *A lot.*

Importance of Route 66 Characteristics

Question 15: Please rank the importance of the following characteristics of "Route 66" by circling the number that best applies. [1 "most important" through 5 "least important"]

Responses for question 15 are considered within the 4,135 respondents who marked any of all pre-specified characteristics in the question (there were 18 categories, such as "landscape" and "nostalgia; see Survey form). Within the pool of 4,135 surveys, the response rates for all categories were above 90 percent, with the exception of the *other*, which had a response rate of 12.6 percent (523 respondents of 4,135 total). If *other* was marked, it was usually ranked as one of the most important characteristics, with 62.5 percent (327 of 523) of *other* respondents giving this category a "1" (*most important*). *Bars/nightclubs* were consistently ranked as "least important," with 73.8 percent (2,793 of 3,787) of respondents marking it as a 5, and 95.4 percent (3,613 of 3,787) cumulatively marking it as a 3 or lower in importance. (Recall, a score of 5 = least important). In addition to *Bars/nightclubs*, several other categories also garnered a "low" rank of 4 or 5 for more than 25 percent of question respondents: *entertainment/amusement* (43.5 percent), *personal history* (30.4 percent), and *car/motorcycle cruising* (27.4 percent). This is generally in keeping with the responses from question 11 concerning travelers' participation in certain activities along the Route.

So if the above are the less important attractions, what are the compelling characteristics? Table 3.19 provides the answer by showing what traits are important, i.e., they are coded at the 1 to 2 level. (Recall: 1 = most important.) The results are not surprising considering the responses to questions 11 and 14. The categories that received a rank of 1 or 2 in importance for 75 percent or more of question respondents reflected a definite historical tourism attraction: *notable places/landmarks* (85.2 percent), *historic sites/monuments* (83.5 percent), *nostalgia* (83.4 percent), *landscape* (78.4 percent), *small towns* (75.9 percent), and *U.S. History* (75.0 percent). By contrast, a rank of 1 or 2 "more important" was under 50 percent for: *Bars/nightclubs* (4.6 percent), *Entertainment/amusement* (25.0 percent), *Personal history* (47.4 percent) and *Trading post/curio shops* (47.6 percent).

Generally, the highest frequency selection was 1 ("most important"), unless it was *Bars/nightclubs* (5), *Gateway to West* (3, distributed toward 1), *Entertainment/amusement* (3, distributed toward 5), *Other roadside attractions* (2, distributed toward 1), and *Trading post/curio shops* (3, distributed toward 1).

Interest in Americana

Question 19: Have you visited other destinations noted for "Americana"?

"Americana" is generally defined as relating to the history, geography, folklore and cultural heritage of the United States. About 61.2 percent of respondents said "Yes" (they *did* visit other "Americana" destinations) out of the 88.3 percent of respondents (3,688 of 4,178 total respondents) that answered this question (Table 3.20).

Route 66 Traveler Profile

Household Size

Question 21: Including yourself, how many people are in your household?

A total of 4,128 respondents completed question 21. The average (mean) indicated household size was 2.33 persons. The majority of respondents, at 60.7 percent, indicated a two-person household. Less than a quarter of respondents (24.3 percent) claimed a household of three or more people, and 15 percent indicated that they were the sole member of their household (Table 3.21 and Figure 3.13).

Gender

Question 22: What is your gender?

Slightly more than half (55.4 percent) of the 4,110 Route 66 traveler respondents who completed the question identified their gender as male, and 44.6 percent as female (Table 3.22).

Age

Question 23: In which age group are you?

The age distribution of Route 66 traveler respondents is skewed toward a more mature population, about three-quarters (73.7 percent) of respondents reporting an age of 50 years or older and a median age of 55 (midpoint of median group, 50-59).. Only about one-eighth (12.0 percent) are 39 or younger. The most common age group among travelers in the survey's pre-specified categories is 60-69 years, with about a third (33.9 percent) of respondents falling into that age category, followed by the 50-59 years category at 27.9 percent. The least common age group is under 20 years, at just 0.8 percent. (Table 3.23 and Figure 3.14).

Education

Question 24: What is the highest level of formal education you have completed?

High school education or less; Some College, no degree; College Graduate; Graduate work/degree

Route 66 travelers are well-educated, with almost nine-tenths (87.2 percent) of respondents claiming some higher education beyond high school, and 61.0 percent of respondents indicating completion of a college degree or graduate work (Table 3.24 and Figure 3.15).

Occupation

Question 25: What best describes your primary occupation?

Management and professional; Service; Sales and office; Farm, fishing and forestry; Construction and extraction; Maintenance and repair; Production and transportation; Military; Retired

Route 66 travelers mainly fall into two "occupational categories," with 41.5 percent of respondents indicating that they are retired[160]—more or less consistent with the more mature age distribution discussed in question 23—and 35.7 percent of the total respondents (61.1 percent of the working respondents) indicating a management or professional primary occupation. About one-seventh (13.6 percent) of total respondents (23.2 percent of working respondents) marked a primary occupation involving sales or service, and all other occupational categories received 3 percent or less of total respondents: *Production and transportation* (3.0%), *Maintenance and repair* (2.6%), *Construction and extraction* (1.9%), *Military* (0.9%), *Farm, fishing and forestry* (0.8%). (Table 3.25 and Figure 3.16).

[160] Note: Retirement is not formally an "occupation."

Income

Question 26: Which category best represents your annual household income?

The vast majority of the Route 66 travelers earn a comfortable middle- to higher-income livelihood (Table 3.26 and Figure 3.17). The median annual household income reported by respondents falls into the $50,000-$74,999 range, with 59.5 percent of responses concentrated between $50,000 and $149,999. About one-third (31.2 percent) of respondents indicated an annual household income of $49,999 or less, with only 11.0 percent (129 of 1,169 respondents; see Table 3.26) of those (3.4 percent overall) indicating an amount under $15,000.

Marital Status

Question 27: What is your marital status?

Never Married; Now Married; Divorced/widowed; Other relationship

At 71.2 percent of respondents, the vast majority of Route 66 travelers were married at the time of their trips. Just under a quarter (24.5 percent) of respondents had a single marital status, indicating divorced/ widowed/separated or never married, and 4.3 percent identified themselves as being in some other type of relationship. (Table 3.27).

Race/Ethnicity

Question 28: Are you Hispanic/Spanish or Latino?

Question 29: What is your race? (Please mark all that apply)

American Indian or Alaskan Native; Asian; Black or African American; White; Other

Following 1977 OMB race/ethnicity categories, 3.5 percent of respondents indicated a Hispanic/Spanish or Latino ethnicity—clearly a low share (Table 3.28). What about race? The overwhelming majority of Route 66 travelers indicated that they were *White* (96.8 percent), with 3.2 percent *American Indian or Alaskan Native*, about 1 percent each designating themselves as *Asian* (0.9 percent) or *Black or African American* (1.0 percent), and less than 1 percent marking *Other* (0.6 percent). As respondents were permitted to mark more than one category, the total of racial subsets exceeds 100 percent.

DETAILED QUESTION-BY-QUESTION RESPONSES TO OPEN-ENDED QUESTIONS

In addition to the questions on the Rutgers Route 66 survey that were readily susceptible to quantitative analysis, there were a few questions (12, 15–18, 20) that asked for more open-ended responses. A look at the responses to these questions shows the range of associations and concerns that travelers on Route 66 have regarding the Mother Road. While the nature of these questions means that the responses cannot be immediately subjected to the same level of analytical rigor as

the more quantitative questions, the general trends in the responses can shed some light on aspects of the Route 66 experience that may not be easily reducible to numbers and statistics. Knowledge of these issues can be useful for many stakeholders involved in the formation of policies regarding Route 66 in both formal planning processes and more informal day-to-day management.

Route 66 Associations (Question 12)

Question 12 on the survey asked "What images, attractions, or thoughts come to your mind when you hear 'Route 66'?" This open-ended question provided respondents with a chance to express whatever associations they might have in mind when thinking of Route 66, regardless of whether or not they had an opportunity to express them in the more structured parts of the survey. Unsurprisingly, the responses to Question 12 varied widely, and many were idiosyncratic individual responses that did not cluster into any larger pattern. Many of the responses, however, recurred many times among different respondents and grouped together into a few major categories. As we shall see—and not surprisingly—these open-ended clusters of Route 66 "associations" echo some of the traveler responses to parallel pre-coded survey questions, such as those dealing with Route 66 activities and characteristics (Questions 11 and 15). We describe these clusters and associations below, and Table 3.30 shows examples of actual responses in each category. The reader should note that Table 3.30 and all remaining referenced tables are contained in the text of this chapter and not in the chapter's stand-alone quantitative table compendium.

Specific pop-culture references to Route 66 formed one major category of responses to this question. An example is reference to the song "(Get Your Kicks On) Route 66," which was written by Bobby Troup and originally sung by Nat King Cole in 1946. Many respondents mentioned only the song, or only the phrase "get your kicks." In some cases, it was unclear from the responses if the respondents who mentioned the phrase were even thinking of the song at all or if they were just thinking of the catchphrase in isolation. Many other respondents, however, specifically mentioned the song in connection with Troup, Cole, or both. *Another major pop-culture touchstone mentioned by many respondents was the television show Route 66 from the early 1960s*. Some respondents mentioned both the song and the show. *Another somewhat less common pop-culture reference was to the 2006 Disney/Pixar animated film Cars*, which prominently features Route 66. Again, as with the phrase "get your kicks," many responses used the word "cars" in a context in which it was unclear if the reference was to the movie or just to cars in general. (It is ambiguities like this that make this data difficult to put into a form in which it can be analyzed quantitatively.) *Other pop-culture references were much rarer, but a far from small number of respondents mentioned the 1939 John Steinbeck novel The Grapes of Wrath*. Many more respondents mentioned the phrase "The Mother Road," which originated in Steinbeck's novel but has since become a widespread term for Route 66. *These pop-culture references show that many travelers' perceptions of Route 66 are heavily influenced by the image of it portrayed in popular culture*, both at the time it was in active use as a major highway (as with the song and television show) and since then (as with the movie *Cars*).

References to "history" or "nostalgia" were another major category of responses to Question 12. The word "old" also featured prominently in a number of contexts. Many of those contexts involved the phrase "the good old days" and other similarly nostalgic references to an idealized past. In one sense this is unsurprising, since Route 66 has been officially decommissioned as a major highway for so long and some surviving portions of it have been given various historic designations. Route 66 certainly is "historic" in many senses. The references to *"nostalgia" and "the good old days,"* however, along with *similar references to "small towns," a "slower pace," and other symbols* of an imagined golden age of small-town America, suggest that to many travelers on Route 66, the highway represents a very specific type of history. The role of Route 66 in popular culture likely serves to reinforce this association of the Route with this vision of a semi-mythical American past. When this might have been is not always clear, although it would presumably have been during the Route's period of active major highway use from roughly the 1920s to the 1980s, but most references to specific time periods in the survey refer to the 1950s and 1960s. This was the period when the *Route 66* television show was on and the Troup song was particularly popular and recorded by many performers. The term *"Americana,"* which is also commonly mentioned in the responses, is closely related to this aspect of the Route's role in American culture as well.

Closely related to the nostalgic aspect of the image of Route 66 are the types of *roadside attractions* most often mentioned by respondents. The most common type is the *diner*, an iconic image of America in the 1950s. Also mentioned are *motels* and *gas stations*, which are less tied to a specific era but more associated with the specific experience of driving. The term *"mom-and-pop,"* referring to the local, family ownership of these small businesses, also appears frequently in the responses. It is particularly appropriate, given these associations, that so many of the properties preserved along the Route using the National Park Service's Cost Share program are restaurants, gas stations, and motels. It is these humble establishments, rather than any grand destinations, that dominate the image of the Route among many of its travelers today.

Indeed, of the many specific tourist attractions along the Route, the only major destination that was mentioned very often by respondents to survey question 12 was the *Grand Canyon*. The other frequently mentioned destinations were mostly particularly striking sights along the road, some of them associated with small businesses and others just noteworthy examples of roadside Americana. Most of these sights are not very well-known except in the context of Route 66. They include *Cadillac Ranch* in the Texas Panhandle; the *Blue Whale* in Catoosa, Oklahoma; the *Round Barn* in Arcadia, Oklahoma; *Twin Arrows* in Arizona; and the *Wigwam Motel* in Holbrook, Arizona.

Another, somewhat less common, group of responses to survey question 12 focused on *the feelings of fun, freedom, and the open road*. Route 66 clearly represented these values, especially during its heyday after World War II when a wealthier America, newly familiar with the automobile, began to realize the potential for long-distance travel at an individual pace that it offered. Since many respondents to the survey were of an age to have grown up during this period, many

of them associated the Route with the sense of *limitless possibility that car travel seemed to offer during that time*. This also connects to the widespread sense of nostalgia and the idea that Route 66 was a place to "get your kicks."

Overall, the most common responses to survey question 12 combine to form a fairly coherent picture of common attitudes toward Route 66. It is frequently seen as a nostalgic symbol of days gone by, memorialized in many forms in popular culture, while continuing to represent the new sense of freedom and possibility that it represented at that time.

Table 3.30: Sample Open-Ended Responses to Question 12—"What images, attractions, or thoughts come to mind when you hear 'Route 66'"?

Category	Responses
Pop Culture	"the movie *Cars*"
	"the Mother Road, John Steinbeck, the 'Route 66' TV show"
	"Get your kicks on Route 66!!"
	"Bobby Troup and Nat King Cole"
History/Nostalgia	"historic places, return to the old days"
	"historical reference and discovery"
	"history: traveled on it with parents as a boy"
	"the good old days when life was slower, more colorful"
	"America in the 50s and 60s"
	"big slice of Americana"
	"small towns"
Roadside Attractions	"individuality, mom and pop places"
	"vintage diners, vintage hotels and motels"
	"diners, gas stations, drive-ins"
	"gas stations, small towns, museums, little shops, and diners"
	"classic cars, diners, motels with neon signs"
Specific Destinations	"the Round Barn in Arcadia"
	"TeePee Motel, Cadillac Ranch, Catoosa Whale, Petrified Forest, Painted Desert"
	"Roy's Motel, Amboy Crater, Bagdad Café"
	"Grand Canyon, Oatman Pass, Victorville Museum, Barstow Museum"
Fun/Freedom	"total freedom/happy memories"
	"driving in old cars, unhealthful (but yummy) food, music (50s and 60s)
	"thrill of the journey—not a particular destination"
	"the opening of the West by automobile"
	"music, simpler life style (slower but good)"
	"open road, freedom, good friends, new friends"
	"America in the 1950s"

Route 66 Attribute Ranking (Question 15)

Question 15 on the survey presented respondents with a list of seventeen characteristics of Route 66 and an "Other" option with a space to write in any other characteristics they felt were important. The listed characteristics were:

- Bars/Nightclubs
- Car/Motorcycle Cruising
- Vintage Diners/Restaurants
- Gateway to West
- Entertainment/Amusement
- Historic Sites/Monuments
- Vintage Hotels/Motels
- Notable Places/Landmarks
- Other roadside attractions
- Trading Post/Curio Shops; National Parks[161]
- Landscape
- Personal History
- Small Towns
- U.S. History
- Navigating highway
- Nostalgia
- Other

Of the more than 3,700 people who responded to the survey, only 374 (about 10%) opted to write in anything for "Other" in question 15. Their responses varied widely, but most fell into a handful of categories that overlapped to some extent with the other listed characteristics but tended to have different emphases. These categories included:

- Car shows
- Freedom
- Fun
- People
- Photography
- Preservation
- Safety
- Signs
- Slower pace

[161] Both "Trading Post/Curio Shops" and "National Parks" were inadvertently listed as option "j" on the list. This caused some difficulties in interpretation of the meaning of the responses.

The emphasis on *"fun"* and *"freedom"* echoes the comments on the associations of Route 66 in response to Question 12 discussed above. These concepts are not incompatible with the listed characteristics in Question 15, but they bespeak a somewhat different emphasis, with the focus on the subjective experience of the traveler, rather than the physical characteristics of the road and the area surrounding it. "People" was an important response to many of the open-ended questions, and its popularity in this context specifically highlights again the largely physical orientation of the listed characteristics in Question 15. Few if any of the listed characteristics would exist or could be experienced without people, but in the survey-specified list the people are mostly in the background while the places are in the foreground. For many travelers, however, it was the people they met along the road and/or the people associated with the stories of the road who made the experience memorable and enjoyable.

Some of the open-ended responses to survey question 15 were quite specific, especially *"car shows"* and *"photography."* Car shows in particular seem to be a major attraction of the Route for travelers today, which is fitting given the intersection of history and transportation represented both by Route 66 and by shows of antique, "muscle," and other distinctive cars, which are presumably the types of shows mainly being considered here. Photography is more of a general hobby or profession, but the photogenic nature of many of the places and people along Route 66 seems to make it stand out for some travelers as a particularly important part of the experience.

Preservation is an important concern with any historic resource, and the importance of history and nostalgia in responses to Question 12 may underlie the importance at least some travelers attached to preservation of the Mother Road itself and the historic buildings associated with it. It is noteworthy that history and nostalgia as such were not common responses here, probably because they were explicitly included in the survey-specified list of characteristics.

"Slower pace" seems to pattern most closely with "safety" and "signs," but it may actually have been more closely associated for some travelers with history and nostalgia. In responses to several of the open-ended questions, the slow pace of Route 66 in its heyday was cited as one of the attractive aspects of its history, along with small towns and mom-and-pop motels and diners. In some other contexts, however, travelers included the slow pace among the problems with the remaining portions of the Route today. This ambiguity makes clear the difficulties in interpreting data like this.

Another ambiguity here involves *"signs."* In some other contexts, lack of signage pointing out the surviving portion of the Route and poor signage along those portions were cited as problems, but another way this might be interpreted is as referring to the historic signs associated with many commercial properties along the Route that have been the focus of preservation efforts in several communities. Again, interpreting the open-ended responses in the short amount of survey space allowed (see survey at the end of the chapter) can be difficult, but seeing which words and phrases are most common does provide a certain rough sense of travelers' concerns and priorities.

"Safety" is another ambiguous characteristic here, as it could mean either the safety of the Route in its heyday (associated with history, nostalgia, and the slower pace) or it could mean safety issues involving the surviving portions of the Route today. Different surviving segments could be considered either safer than the interstates (because of lower speed limits) or less safe (because of poorer signage, narrower and fewer lanes, and so on).

These caveats and ambiguities about the "Other" responses to survey question 15 are important, but it is also important to note that those responses only represent a small portion of the overall survey responses. Question 16, which asked respondents which of the characteristics listed in Question 15 was most important to them and why, got a much higher response rate. Again, ambiguities in interpretation make these data difficult to analyze quantitatively, but a look at the overall picture shows some interesting patterns in which characteristics were most often mentioned.

Most Important Attributes of Route 66 (Question 16)

The most popular responses to Question 16—"which of the above (a.–q.) do you consider most important, and what makes it so important?" (see survey at chapter end for listed attributes)—were *"Historic Sites/Monuments," "U.S. History,"* and *"Nostalgia."* This is consistent with the pattern noted above for the open-ended Question 12, in which history and nostalgia were among the most widespread associations respondents had with respect to Route 66. (It also echoes the ranking of the importance of different Route 66 characteristics in Question 15 [containing 18 pre-specified categories] with those results earlier described and summarized in Table 3.19.) The explanations of why people chose these responses in open-ended Question 16 generally confirmed that appreciating history was a major priority for many people who traveled the Route. (Sample explanations for some of the more popular selections are given in Table 3.31.) Other popular responses included *"Car/Motorcycle Cruising," "Vintage Diners/Restaurants," "Notable Places/Landmarks,"* and *"Small Towns."* Again, these responses mostly connect to the historic and nostalgic character of the road, along with an important focus on the experience of driving. Other characteristics that were a bit less popular but still mentioned by significant numbers of respondents were *"Vintage Hotels/Motels," "Landscape," "Navigating Highway,"* and *"Other,"* including all the write-in responses discussed above. These continue to focus on the experience of driving, as well as some of the nostalgic elements of traveling the Route. The other characteristics were less popular, but the very least popular, with hardly any respondents indicating them as the most important, were "Bars/Nightclubs" and "Entertainment/Amusement." This is quite a striking pattern, and it seems to clearly show that while "fun" is one of the frequently mentioned aspects of the Route 66 experience, the type of fun that most people are looking for there is quite different from what they might look for in a different type of tourist destination such as Las Vegas or South Beach. People seek out Route 66 to connect to the past and experience the freedom of the open road, not to party. In other words, Route 66 is about driving and experiencing the Mother Road, not drinking.

Table 3.31: Sample Responses to Question 16—"Which of the above [characteristics] do you consider most important, and what makes it so important?"

Historic Sites/Monuments	U.S. History	Nostalgia	Notable Places/Landmarks	Landscape	Small Towns
"It's our past shaping what we have become."	"Because a country without history has no future"	"evokes a key period in U.S. history (travel, culture, national connection)"	"the icons of Route 66 as a connection to our past"	"It makes the travel quicker when you have something beautiful to look at!"	"a firsthand look at how good life can be when your neighbors are friends"
"Without them future travelers will not understand the rich history of the road or the significance of its preservation."	"Route 66 says much about the American character"	"you wonder if it will last or be preserved"	"We love to see restored, beautiful buildings like the Coleman Theatre in Miami, OK."	"the variety and changes that take place as you travel the route"	"I love to see how people live and the pride people have in their towns"
"We need to see all the history so we appreciate what we have now"	"The route is significant in how Americans traveled and how the country was shaped by transportation"	"I remember when Route 66 was the only way to travel across the country."	"because the people at these places make the road"	"nothing better than driving through beautiful country"	"It's Americana and represents a more innocent time."

Challenges to Route 66 (Question 17)

Question 17 asked what the biggest challenges are to travel along Route 66. Responses varied widely, with some being challenges that apply to any long-distance road travel or even any travel at all and others being challenges highly specific to the Route or to specific sections of it. The more generic travel concerns voiced by many respondents included *weather*, *traffic*, *construction*, and *gas prices*. Most of the *challenges specific to Route 66 revolved around the related issues of finding the surviving portions of the route, getting to them from the interstates and back, following the Route once on the remaining sections, inadequate signage, and difficult road conditions*. Basically, many people felt that it was inordinately difficult to find the remaining portions of the Route, and that once they found them, staying on them and moving from one section to another was also problematic. Furthermore, due in part to neglect of portions of the roadway after the Route was replaced by the interstates as the main system of practical intercity travel through the region, some of the surviving portions are in *poor physical shape*, which adds another level of difficulty for those who try to follow as much of the original Route as possible.

Other common responses to survey question 17 ("challenges") had more to do with the *scale of the Route* than its condition. The *distances between places on the Route*, especially on the portions where it passes through sparsely populated rural areas of the Southwest, were one major concern, which was exacerbated by the *slow pace of travel*. *Lack of time* to see things was another closely related concern, as was *travelers' inability to see everything they wanted to see* due to

distance, time, or other constraints. These problems would be difficult to avoid, given the inherent characteristics of the Route and the territory through which it passes. In a sense, they are a testament to the amount of appeal the Route has. There is so much to see that people are drawn to travel the old, poorly marked, slow, deteriorating portions of road that are sometimes all that remains of Route 66 rather than the newer, faster interstates, even though the number of attractions and the vast distances mean that few if any travelers have time to see everything.

There was a potpourri of *other challenges*. For example, there were some complaints of *limited language and other support services for international travelers*, ranging from limited or no travel road signs or guides in foreign languages to a paucity of international cuisine and foreign-type (e.g., "pub") establishments.

Along the same lines, a remarkably high number of respondents answered that there were *no major challenges to traveling the Route*. Given all the challenges, some of them quite serious, mentioned by other respondents, this may seem surprising, but it is largely a testament to the devotion many travelers have to seeing the Route and the widely varying levels of comfort people have with the sorts of conditions found on the surviving sections. A related interpretation is that part of an authentic experience of traveling on Route 66 is precisely experiencing and overcoming its challenges; if "you want easy and predictable, stick to the Interstate." Table 3.32 shows some of the specific responses travelers gave to this question.

Table 3.32: Sample Open-Ended Responses to Question 17—"What are the biggest challenges to travel along Route 66?"

Navigation/Finding It	Scale	Physical Condition	Other
"Trying to find the original road. Road connections sometimes tough!"	"Distances between points of interest"	"Rough road sections"	"Limited language and other support for international travelers"
"Navigating the road where it is poorly marked"	"Seeing all there is to see"	"Road quality spotty in some places"	"Hard to find lodging in-between towns"
"Locating passable sections of the old road"	"Seeing it all"	"Poor quality of the road sometimes; you can't trust that it will be there behind the next hill"	"Many closed businesses"
"Following the route as it disappears and reappears"	"Time to see it all and stop in each town along the way"	"Bad roadway in a lot of areas"	"Weather"
	"Slow moving, needed more time"	"Road conditions on older byways and alignments"	

Recommendations to Enhance Travel along Route 66 (Question 18)

Question 18 asked "What actions would you recommend to enhance travel along Route 66?" The responses to this were less variable than many of the other questions, and most fell into just a few broad categories. One set of issues involved the difficulty of navigating and physically traveling on the road. *Better signage, Route-specific maps and GPS, more rest stops,* and *better road maintenance* were the major recommendations to address this problem. Another major set of concerns revolved around the perceived decline of the small towns and small businesses closely associated with the popular image of the Route. Although these have been widely celebrated in popular culture and are among the most important characteristics of the Route that draw people to it, as noted in the responses to several other questions, many travelers noticed a significant lack of vitality and prosperity when traveling at least some remaining portions of the Route. *Greater publicity for the Route*, to draw more tourists and presumably more investment, was one common recommendation that could help address this problem, but a more general recommendation to *revitalize the small towns and roadside businesses* was also a common response. Because of the importance of the historical significance of the Route to so many of the travelers who responded to the survey, and the nostalgia for a semi-imagined past that is strongly associated with an interest in that history, preservation and revitalization of the properties most strongly associated with the Route was a major priority in recommending actions. The National Park Service's Cost-Share has been one means by which the federal government has sought to partner with local preservation groups to address concerns like this.

Just as many people reported *no challenges* in traveling the Route, many had *no recommendations* for enhancing travel along it and found the current state of it perfectly acceptable. Again, this is a testament in part to the commitment many travelers have to the Route despite its difficulties, as well as a reflection of the varying attitudes toward what is and is not an acceptable condition versus one that needs changing. Table 3.33 shows some of the specific responses to this question.

Other Destinations Noted for "Americana" (Question 20)

Question 20 asked which other destinations noted for "Americana" respondents had visited. While some responded by asking "What is Americana?" most respondents understood the question and had a wide variety of responses. Places mentioned ranged from regions like *New England* to cities like *New York* and *Philadelphia*, as well as *major national parks* such as Yellowstone, Yosemite, and Grand Canyon. Other responses included broad categories such as *"small towns"* and *"Civil War battlefields"* and very general answers such as "many places" and "all over the U.S.." Particularly germane to Route 66 is that many responses to this "other destinations" query mentioned other scenic or historic roads and trails. These included the *Blue Ridge Parkway*, the *Lewis and Clark Trail*, the *Lincoln Highway*, the *Natchez Trace*, the *Oregon Trail*, the *Pacific Coast Highway*, and *U.S. Highway 50*. Overall, the respondents to the Route 66 survey seem to have been a very well-traveled group, with substantial travel experience throughout

the U.S. and a wide variety of other experiences to draw on for comparison when evaluating their experience of the Mother Road.

Table 3.33: Sample Open-Ended Responses to Question 18—"What actions would you recommend to enhance travel along Route 66?"

Navigation	Physical Conditions	Publicity	Revitalization
"Develop a Route-specific GPS for automobile and motorcycle use"	"Keep the historic facilitates and bridges in good shape"	"More publicity and community cooperation"	"Invest! Restore! Get a rating system going. Encourage excellence."
"Get AAA to show it '[Route 66] on their state maps"	"Road improvement and more marking for guidance"	"More PR"	"Continue restoration of vintage sites"
"More visitor locations with maps and advice"	"Keep the road in good condition and signing in place"	"More marketing and coordination of marketing between various points on the roadway"	"More restoration! More food!"
"Have a patrol of good Samaritans on the Route to help the lost"	"Improve motel accommodations so that rooms are cleaner and more modern inside"	"Advertise accessible roads for travel from freeways, also attractions on those roads"	"Revitalize the small towns; push that journey is priority over destination; build new vintage sites, unique places."

COMPARATIVE ANALYSIS

It is instructive to compare the results of the Rutgers Route 66 Traveler Survey that were detailed in the previous section to other relevant research. We affect this comparative review from three perspectives: comparison of the Rutgers Route 66 Traveler findings to:

1. *prior Traveler Survey research* of the Mother Road;
2. the profile of *residents* of the Route 66 Corridor (as detailed in Chapter 2); and
3. the *profile of heritage travelers more generally* as studied by Rutgers and the Travel Industry Association (TIA).

COMPARISON OF THE RUTGERS ROUTE 66 TRAVELER SURVEY FINDINGS WITH PRIOR SURVEY RESEARCH OF THE MOTHER ROAD

As indicated earlier in this chapter, we have identified two prior studies that surveyed travelers on segments of the Mother Road: Seely (2000) and McNulty (2007). These two studies were described and, as earlier noted there are parallels between some of the questions in the Rutgers Traveler Survey and those of the questionnaires administered by Seely and McNulty. At the same time, there are differences between the Rutgers work and theirs in terms of the spatial scale

of the survey (Seely focused on New Mexico and McNulty on Flagstaff, Arizona, whereas Rutgers considered the full length of the Mother Road); survey sample size (about 4,200 in the Rutgers case compared with about 300 each for Seely and McNulty); and research objective (Seely focused on economic impact and byways, and McNulty on the issue of "branding"). While recognizing these differences, it is still instructive to compare our findings with Seely and McNulty as they are the only extant roughly comparable research to date.

As we will shortly detail, *there are many similarities between our Route 66 Traveler findings and the results of the two prior studies*. We consider first the parallels with Seely and the turn to McNulty.

Comparison with Seely

We do not have the Seely survey results for the entire probe in New Mexico but rather have findings for different geographic locations within the state where the survey was administered, such as for Gallup, Grants/Moriarty, and Glenrio. For illustrative purposes, we will report on the Seely survey findings for Gallup and show in a side-by-side comparison the Rutgers Route 66 Traveler Survey results. The detail of this comparison is found in Table 3.34, and we summarize the overall many similarities and some differences below—with reference to numbered sections ("items") in Table 3.34.

With respect to *traveler origin* (item 1), both Rutgers and Seely show visitation from across the United States and many foreign countries. The Rutgers survey does show a somewhat broader geographic net of Route 66 travelers compared with Seely, as in the difference in the number of international travelers (Rutgers: 38 foreign countries represented compared with 12 for Seely), and this difference is likely due to the broader geographic reach of the Rutgers survey and its larger sample size.

What about *trip length* (item 2)? As indicated earlier in this chapter, Rutgers found that the average Route 66 trip was 11 days, and that this Route 66 trip was often embedded as part of a larger trip to non-Mother Road locations (Table 3.7). Seely reports a shorter average trip on Route 66 of 3.2 days; however, this is *just* for the New Mexico segment. And further in this vein, Seely finds that about two thirds (64 percent) of the New Mexico respondents stay overnight at another location, thereby implying that the New Mexico segment is part of a larger trip.

Where do the Route 66 travelers stay overnight? As is readily evident from the *trip accommodations* responses summarized in Table 3.34 (item 3), the Rutgers and Seely responses in this regard are very close, with about seven-tenths of the Route 66 travelers staying in a hotel/motel, about one-eighth opting for an RV or tent accommodation, and the remainder staying with friends and relatives. While similar, there are some differences in the Rutgers–Seely trip accommodations responses with, for instance, the Rutgers Route 66 travelers staying somewhat less frequently with friends/relatives (relative to Seely)—perhaps a function of the larger presence of

international travelers in the Rutgers survey and this group not having friends or relatives in the United States with whom they might stay.

Concerning *travel frequency* (Table 3.34, item 4), both the Rutgers and Seely surveys show a mixture of first-time travelers on Route 66 (Rutgers, 37 percent; Seely, 49 percent) as well as more seasoned veterans of the Mother Road—with the Rutgers probe showing a somewhat higher share of "veterans." There is also a parallel concerning *trip purpose* (Table 3.34, item 5), with the related objectives of "vacation/leisure" (Rutgers) and "vacation" and "sightsee" (Seely) predominating (about 60 percent to 80 percent of the responses). Respondents in both surveys indicated purposes of visiting friends and relatives (Rutgers, 21 percent; Seely, 21.5 percent) and business (Rutgers 4.2 percent; Seely, 6.8 percent) in roughly equal proportions.

Both the Rutgers and Seely survey respondents were *aware of the resource* on which they were traveling (Table 3.34, item 6). When asked by the Rutgers survey of their "knowledge of historical significance of Route 66," 79 percent of those surveyed responded "a lot/some." In a similar vein, 87 percent of the Seely survey respondents answered "Yes" to the question of "awareness of Route 66 Byway." Yet, with respect to the *importance of the resource to their trip*, a far higher share of the Rutgers survey respondents accorded higher importance (e.g., was the "primary objective") relative to the Seely responses (see Table 3.34, item 7, for details).

Table 3.34: Comparison of Rutgers Route 66 Traveler Survey with Seely Survey Results

Traveler/Trip Characteristic	Rutgers	Seely
(1) Traveler Origin	All states (50) and numerous (38) foreign countries	Most states (45) and numerous (12) foreign countries
(2) Trip Length	11-day Route 66 (average); often part of a larger trip	3.2-day average in New Mexico, but 64 percent stay overnight at another location
(3) Trip Accommodations	Hotel/motel: 73.1% RV/tent: 12.5% Friends/relatives: 8.3%	Hotel/motel: 66.9% RV/tent: 11.5% Friends/relatives: 14.7%
(4) Visit/Travel Frequency	First trip (to Rt. 66): 37.3% 2–3 trips: 22.3% 4 or more trips: 25.6%	First trip (to Byway): 49.0% Visited previously: 39.5% Visit frequently: 11.5%
(5) Trip Purpose	Vacation/leisure: 77.5% Friends/relatives: 21.0% Business: 4.2%	Vacation: 60.6% Friends/relatives: 21.5% Business/convention: 6.8% Sightsee: 72.1%
(6) Awareness of Resource	**Knowledge of Historical Significance of Route 66** A lot/some: 78.9% Little/none: 21.1%	**Awareness of Route 66 Byway** Yes: 87.1% No: 18.3%

Table 3.34 (continued): Comparison of Rutgers Route 66 Traveler Survey with Seely Survey Results

Traveler/Trip Characteristic	Rutgers		Seely	
(7) Importance of Resource to Trip	**Route 66 Travel**		**Byways Importance**	
	Primary objective:	38.6%	Greatly influenced:	17.8%
	Some of several objectives:	47.7%	Some influence:	19.7%
	Not an objective:	13.7%	No influence:	62.5%
(8) Spending by Category				
Higher Spending	Lodging/camping Eating/drinking Gasoline/oil		Lodging Food/beverage Gasoline	
Lower Spending	Museums/other amusements Other transportation		Recreation/entertainment Arts and crafts Gambling	
(9) Trip Activities				
Most Frequent	Historic places/museums Notable places/landmarks/roadside attractions Shopping		Visiting historic places/museums Cultural events/festivals Shopping	
Least Frequent	Gambling Theme/amusement parks Nightlife/dancing		Gambling Theme/amusement parks Dancing/nightlife	

Table 3.35: Comparison of Rutgers Route 66 Traveler Survey with McNulty Survey Results

Traveler/Trip Characteristic	Rutgers	McNulty
(1) Importance of Route 66 Characteristics (Top 5–6)	1. Notable places/landmarks 2. Nostalgia 3. Historic sites/monuments 4. Landscape 5. Small town 6. U.S. History	1. Landscape/National parks 2. U.S. history 3. Historic sites/monuments 4. Small towns 5. Diners and restaurants
(2) Route 66 Images	• History/nostalgia • Pop culture • Roadside attractions and specific destinations • Fun/freedom	• Nostalgic amenities (e.g., memories of past times and "Americana" • Historic amenities (e.g., 1950s) • Pop media (e.g., television and movies) • Architectural amenities (e.g., diners, hotels, gas stations, and signs • Road, in and of itself

What did the Route 66 travelers spend? Rather than simply comparing the dollar tallies from the Rutgers and Seely surveys, because of the 10-year difference in these probes (Rutgers 2010;

Seely 2000) and for other reasons (e.g., the spending categories in the two surveys are not the same), it is preferable to do the comparison of *traveler outlays* by the ordinal categories of "higher spending" and "lower spending." These results for the Rutgers and Seely surveys are detailed in Table 3.34, item 8. The similarities in the responses to the two probes are evident and comport with common sense. The "higher spending" is for the travel demands of lodging (e.g., "lodging/camping"), food (e.g., eating/drinking), and motor vehicle (e.g., "gasoline/oil"). The "lower spending" is for amusements (e.g., "recreation/entertainment"), incidentals (e.g., "arts and crafts"), and gambling.

Linked to spending are *trip activities,* and we again can compare Rutgers to Seely by clustering the trip activity responses into the two categories of "most frequent" and "least frequent." These clusters are very similar for the two surveys, as is evident from Table 3.34, item 9. Thus, a top "most frequent" choice in both surveys is visiting "historic places/museums," while "gambling" and "theme/amusement parks" clustered into the "least frequent" category in both the Rutgers and Seely survey responses.

One last comment concerns similarities in some of the responses to the open-ended questions in the two instruments. This chapter previously described how the responses to the Rutgers open-ended questions 12 ("What images, attractions, or thoughts come to mind when you hear 'Route 66'"?) included aggregations of replies falling into such categories as "history/nostalgia," "roadside attractions," "specific destinations," and "fun/freedom." We seek echoes of those clusters in the responses to the Seely open-ended question of "What did you like most about Gallup[162]," as is shown below.

History/nostalgia. "History"; "history/authenticity"; "heritage maintained"; "old train station"; "quaint"; "the small town feel"; "trying to remember places from my childhood"; "trains, small town, blue skies, Native Americans."

Roadside attractions. "Ceremonial week and shops"; "Gallup arts and crafts"; "museums, number of shops."

Specific destinations. "El Rancho Hotel"; "Jerry's Café"; "Visiting Southwest Indian Foundation"; "Native American" (many references); and "El Morro."

Fun/freedom. "Trains every three minutes (I have a three-year-old son)"; "Everybody I walked past on the street said 'Hello' or 'Good morning"; "No hassles, just a friendly greeting!"; "Honest, not overly touristy"; and "peace and quiet."

There are also close similarities in the Rutgers and McNulty survey responses in the cases where similar questions were asked. In McNulty, the distribution of travelers by U.S./international residence is 79 percent/21 percent, very close to the Rutgers survey distribution of 84 percent/16

[162] Responses to Gallup/McKinley County Survey by Seely.

percent. McNulty states (2007, 39) that "the largest age groups represented by all respondents were 50–59 and 60 and over" [and] . . . "The age group, under 20, was the lowest represented." These statements are true as well with respect to the Rutgers Route 66 Traveler Survey age query (Question 23 and Table 3.23).

Concerning the perceived importance of various Route 66 characteristics, the responses to both the Rutgers and McNulty surveys are quite similar, as is evident in item 1 in Table 3.35. In both cases, the top-rated attributes of the Mother Road are related to historic sites and monuments, notable places/landmarks, small towns, and the like. Similarly, the responses to the open-ended question in both surveys regarding the "image" of Route 66 have many parallels, with history/nostalgia, pop culture, and roadside attractions and other traits noted in item 2 in Table 3.35 dominating the traveler comments.

THE RUTGERS ROUTE 66 TRAVELER PROFILE COMPARED WITH HERITAGE TRAVELERS GENERALLY

There is, unfortunately, very limited hard information on the heritage traveler profile and trip characteristics in the United States. One oft-cited source is a 2003 study by the Travel Industry Association (TIA) of America entitled the *Historic/Cultural Traveler*.[163] The TIA data on such travelers is summarized in the leftmost column of Table 3.36. For instance, the age distribution of such travelers (item 1) according to TIA is 24 percent 18-34 years old, 41 percent 35-54 years old, and 39 percent 55 and over.

As part of a larger effort by Rutgers University to quantify the economic contributions of historic preservation in about 10 states over the last some 15 years (Arkansas, Florida, Massachusetts, Missouri, Nebraska, New Jersey, Ohio, Oklahoma, and Texas), we have been able to assemble some information on the heritage traveler in these places, albeit our data is derived indirectly (because none of these states has done a survey specifically targeted to the heritage traveler); therefore, our results are, at best, rough approximations.[164] While acknowledging the severe limitations to our data, the central column of Table 3.C summaries the heritage traveler and trip profile gleaned by Rutgers from its state studies. For example, the age distribution of such travelers (item 1) according to Rutgers is 25 percent 18-34 years old, 37 percent 35-54 years old, and 34 percent 55 and over. This Rutgers-indicated historic-traveler age distribution resembles that of the TIA heritage-cultural traveler age profile described earlier. There are TIA-Rutgers similarities regarding education, income, and other heritage traveler characteristics as well, as is indicat-

[163] Travel Industry Association of America, *The Historic/Cultural Traveler* (2003 edition) Washington, DC: Travel Industry Association of America (TIA), 2003. Study sponsored by *Smithsonian* magazine and prepared by the TIA Research Department.

[164] For instance, while the State of New Jersey did not separately survey the heritage traveler, it did contain in its general tourism survey a pre-specified list (nearly 150 New Jersey attractions) for the respondent to "check off" if they had visited any of the listed places. As some of the 150 sites were "historic" on their face (e.g., Cape May, Great Falls (Paterson) National Historic District, and Princeton Battlefield), Rutgers used the "check-off" of any of these nominal historic places as a means to flag a heritage traveler whose personal profile and trip characteristics could then be studied. But our protocol, clearly, is crude. For example, did the visitor go to Cape May for its Victorian architecture (a historic objective) or simply to visit this community's beaches (not historic)?

ed in Table 3.36. To be sure, both the TIA and Rutgers heritage traveler survey results must be viewed as first-generation results at best, because there is no industry consensus regarding how to define the "heritage" or "cultural" traveler, and much more subject-specific survey work has to be done.

We bring together this research to date on heritage travel with its acknowledged imperfections in order to at least begin a comparison of the Route 66 traveler with the larger general group of heritage and cultural travelers. To facilitate this comparison, we show the Route 66 traveler survey findings in the right-hand column in Table 3.36, next to the TIA and Rutgers multiple-state study results.

Comparing the Route 66 traveler to heritage and cultural travelers more broadly (the latter information derived from the TIA national and Rutgers multiple-state research studies) *shows many similarities. Both groups (Route 66 and broader heritage-cultural travelers) are:*

- *Decidedly middle-aged or older* (with the Route 66 cohort at the upper end of this age cohort; see item 1, Table 3.36), though there is a sprinkling of some younger households (less so with Route 66);
- *Well educated,* with the lion's share having undergraduate college degrees/graduate training (item 2, Table 3.36), though there is a presence of travelers having stopped their education at high school;
- *Relatively affluent,* with not a small share earning a six-figure household income[165] (item 3, Table 3.36), though some less-well-heeled travelers are found as well;
- *Generally currently married,* though there is a not small share of never-married or divorced/widowed/separated travelers (item 4, Table 3.36);
- *Comprised, for the most part, of one-person and two-person households* (fewer of the former in the case of Route 66), with a relatively modest presence of larger households (item 5, Table 3.36); and
- *Disproportionately either retired, or if working, often employed in professional/managerial occupations, though some other occupations (e.g., service and technical/sales/-administrative support) are represented as well* (item 6, Table 3.36).

[165] *Note:* The household incomes shown in item 3, Table 3.36, have *not* been adjusted for inflation to take in to account the fact that the earnings of the Route 66 traveler are as of 2010, whereas the household earnings shown for the TIA and Rutgers state research studies date from many years earlier.

Table 3.36. Demographic Profiles and Trip Characteristics of U.S. Cultural/Historic, Heritage and Route 66 Travelers

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS	U.S. Historic/Cultural Travelers[a] (TIA, 2003)	U.S. Historic Travelers[b] (CUPR, 1999-2006)	Route 66 Travelers[c] (Rutgers 2010)
1. Age			
18-34 years old	24%	25%	9%
35-54 years	41%	37%	32%
55 and over	35%	34%	59%
Average Age (years)	49	46	-
2. Education			
High school education or less	18%	25%	13%
Some college—no degree	24%	29%	26%
College graduate	37%	28%	29%
Graduate work	21%	21%	32%
3. Annual Household Income			
Less than $50,000	44%	53%	31%
$50,000-$74,999	23%	21%	26%
$75,000-$99,999	16%	12%	18%
$100,000 or more	17%	14%	25%
Average income	$66,700	$59,475	-
Median income	$55,600	-	$62,500

Source:

a. Travel Industry Association of America (TIA) *Historic/Cultural Traveler*, 2003 edition (Washington, DC: Travel Industry Association of America, 2003. Study sponsored by Smithsonian magazine and prepared by TIA Research Department.

b. The statistics for U.S. heritage travelers are derived from the average of all available state heritage traveler data for Florida, Massachusetts, Missouri, Nebraska, New Jersey, Ohio, and Texas—as analyzed by Rutgers University over the period 1996 through 2004.

c. Rutgers University, Route 66 study conducted 2010.

We also can compare trip characteristics. *Both Route 66 and broader heritage-cultural trips:*

- *Disproportionately involve overnight stay at a hotel/motel/B&B,* though other accommodations are used as well, such as staying with friends or relatives (less popular for Route 66), or at an RV/tent site (more popular for Route 66; see item 7, Table 3.36);
- *Are motivated mainly by leisure travel*, though other trip purposes are present (item 8, Table 3.36);
- *Typically involve a travel party of two persons* (especially for Route 66), followed by solo travelers (less so for Route 66), and with a sprinkling of larger travel groups (item 9, Table 3.36); and
- *Typically include certain clusters of activities, such as historical places/museums, cultural events and festivals (highest for TIA, as they combined cultural and heritage travel-*

ers), shopping, and national/state parks. Less popular activities are theme/amusement parks, nightlife/dancing, golf/tennis/skiing (and sports events), and gambling. (While gambling is a relatively minor activity for the Route 66 traveler compared with, say, historical places/museums and national/state parks, gambling looms larger for the Route 66 traveler relative to cultural/heritage travelers more generally—perhaps a function of the Mother Road passing numerous gambling locales on Native American lands, Mississippi River steamboats, and other places—and also coming within the general vicinity of Las Vegas, Nevada.)

In sum, while our knowledge of the profile of the heritage traveler and heritage trip in the United States is far from complete, it appears that the Route 66 traveler and trip bear many similarities to heritage tourism more generally.

Table 3.36 (*continued):* Demographic Profiles: Marital Status, Household Size, and Occupation: U.S. All, Leisure, Cultural/Historic and Selected State Heritage Travelers

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS	U.S. Historic/Cultural Travelers[a] (TIA, 2003)	U.S. Historic Travelers[b] (CUPR, 1999-2006)	Route 66 Travelers[c] (Rutgers 2010)
4. Marital Status			
Married	62%	60%	71%
Never married	19%	18%	10%
Divorced/Widowed/Separated	19%	22%	14%
5. Household Size			
One person	23%	23%	15%
Two people	36%	39%	61%
Three people	17%	15%	10%
Four people	14%	14%	9%
Five or more people	10%	10%	5%
6. Occupation of Household Head			
Managerial/Professional	37%	40%	36%
Technical/Sales/Administrative Support	12%	15%	5%
Service	5%	7%	8%
Farming/Fishing/Forestry	1%	1%	1%
Craftsman/Repairman	5%	4%	3%
Operator/Laborer	6%	5%	3%
Retired	20%	29%	41%
Other	14%	-	3%

Source:

a. Travel Industry Association of America (TIA) *Historic/Cultural Traveler*, 2003 edition (Washington, DC: Travel Industry Association of America, 2003. Study sponsored by Smithsonian magazine and prepared by TIA Research Department.

b. The statistics for U.S. heritage travelers are derived from the average of all available state heritage traveler data for Florida, Massachusetts, Missouri, Nebraska, New Jersey, Ohio, and Texas—as analyzed by Rutgers University over the period 1996 through 2004.

c. Rutgers University, Route 66 study conducted 2010.

Table 3.36 (*continued)*

Accommodation Type, Trip Purpose, and Travel Party Sizes: U.S. All, Leisure, Cultural/Historic and Selected State Heritage Travelers

TRIP CHARACTERISTICS	U.S. Historic/Cultural Travelers[a] (TIA, 2003)	U.S. Historic Travelers[b] (CUPR, 1999-2006)	Route 66 Travelers[c] (Rutgers 2010)
7. Accommodation Type (person-nights)			
Hotel/motel/B&B	62%	54%	73%
Condo or time share	5%	3%	1%
Friends/relatives homes (Private Home)	36%	33%	8%
Other	8%	5%	4%
RV or tent	6%	4%	12%
8. Primary Purpose of Trip			
Leisure Travel (net) (%)	80%	39%	78%
Visit friends/relatives	37%	28%	21%
Entertainment	27%	5%	
Outdoor recreation	6%	9%	
Personal	10%	7%	
Business (unspecified)	4%	4%	4%
Convention/seminar	3%	5%	
Combined Business/Pleasure Travel (%)	10%	3%	16%
Other	3%	5%	6%
9. Travel Party Size			
One	36%	20%	13%
Two	38%	39%	60%
Three	11%	9%	9%
Four	9%	16%	9%
Five or More	6%	15%	9%
Average (people)	2.2	2.6	3.19

Source:

a. Travel Industry Association of America (TIA) *Historic/Cultural Traveler*, 2003 edition (Washington, DC: Travel Industry Association of America, 2003. Study sponsored by Smithsonian magazine and prepared by TIA Research Department.

b. The statistics for U.S. heritage travelers are derived from the average of all available state heritage traveler data for Florida, Massachusetts, Missouri, Nebraska, New Jersey, Ohio, and Texas—as analyzed by Rutgers University over the period 1996 through 2004.

c. Rutgers University, Route 66 study conducted 2010.

Table 3.36 (*continued)*

Trip Characteristics—Trip Activities and Trip Duration/Spending: U.S. All, Leisure, Cultural/Historic and Selected State Heritage Travelers

TRIP CHARACTERISTICS	U.S. Historical/Cultural Travelers (TIA, 2004)	U.S. Heritage Travelers[a] (CUPR, 1999-2006)	Route 66 Travelers (Rutgers 2010)
10. Trip Activities			
National/State Parks	20%	17%	68%
Outdoor Activities	17%	12%	40%
Historical Places/Museums	66%	100%	86%
Cultural Events/Festivals	45%	14%	24%
Beaches	13%	9%	NA
Shopping	44%	41%	63%
Theme/Amusement Park	10%	12%	7%
Nightlife/Dancing	9%	7%	8%
Golf/Tennis/Skiing	3%	2%	2%
Sports Event	4%	5%	4%
Gambling	6%	6%	16%

Source:

a. Travel Industry Association of America (TIA) *Historic/Cultural Traveler*, 2003 edition (Washington, DC: Travel Industry Association of America, 2003. Study sponsored by Smithsonian magazine and prepared by TIA Research Department.

b. The statistics for U.S. heritage travelers are derived from the average of all available state heritage traveler data for Florida, Massachusetts, Missouri, Nebraska, New Jersey, Ohio, and Texas—as analyzed by Rutgers University over the period 1996 through 2004.

c. Rutgers University, Route 66 study conducted 2010.

Comparison of the Route 66 Traveler to the Route 66 Corridor Resident

Before embarking on this comparison, some general comments are in order regarding the two Route 66 groups: those who travel on the Mother Road (profiled in this chapter) and those who live nearby (in the Route 66 Corridor detailed in the previous chapter). First, while the two groups are on their face distinct, they surely overlap as Corridor residents inevitably travel on Route 66. Second, we can expect some differences in those who live versus those who travel, especially in the sense of a long-distance trek on the Mother Road. For instance, 30 percent of the population of the Route 66 Corridor is under 20 years of age, including any children; accordingly, these persons are surely not prime "roadies." More generally, people visit new places at least in part to meet locals different from themselves (think people coming to New York City, Chicago, or Los Angeles), so one should not expect visitors to be socioeconomic clones of locals. At the same time, however, it is instructive to compare Route 66 travelers to Route 66 Corridor residents to see if there are major discontinuities and to ponder the implications. This process will become clearer as we proceed here.

Tables 3.37 to 3.43 show various socioeconomic characteristics of the Route 66 Corridor residents (based on 2000 Census information) and the Route 66 travelers (based on the Rutgers 2010 Traveler Survey). This side-by-side comparison is indicated for *race and ethnicity* (Table 3.37), *education* (Table 3.38), *occupation* (Table 3.39), *household income* (Table 3.40), *gender and age* (Table 3.41), *marital status* (Table 3.42), and *household size* (Table 3.43).

Compared with the persons living in the Route 66 Corridor, the Route 66 traveler is:

- *Far more likely to be white in race* (traveler: 97 percent versus resident: 68 percent) and *far less likely to be Hispanic in ethnicity* (traveler: 3 percent versus resident: 25 percent) (Table 3-37).
- *Better educated* (61 percent of travelers have a college-graduate education versus 31 percent for residents) (Table 3-38).
- *More likely to be employed in a management-professional occupation* (traveler: 61 percent versus resident: 32 percent) (Table 3-39).
- *More affluent from a household earnings perspective* (51 percent of travelers earn $75,000 or more versus 30 percent for residents) (Table 3-40).
- *More likely to be male* (traveler: 55 percent versus resident: 50 percent) (Table 3-41).
- *Older* (1 percent of travelers are under age 20, and 74 percent are at least 50 years of age, versus 29 percent of residents under age 20 and 25 percent of residents at the mid-century mark) (Table 3-41).
- *More likely to be married currently* (traveler: 71 percent versus resident: 51 percent) and *less likely to have been never married* (traveler: 10 percent versus resident: 30 percent) (Table 3-42).
- *More likely to have a smaller household size* (76 percent of travelers have a 1- or 2-person household size versus 59 percent for residents) (Table 3-43).

Table 3.37. Race and Ethnicity of Route 66 Corridor Residents and Route 66 Travelers

Race/Ethnicity	Corridor Resident	Traveler
White Alone	67.5%	96.8%
Black or African American Alone	8.1%	1.0%
American Indian and Alaskan Native Alone	2.8%	3.2%
Asian Alone	5.6%	0.9%
Native Hawaiian and other Pacific Islander	0.1%	NA
Other	12.2%	0.6%
Two Races or More	3.7%	NA
Total	**100.0%**	**102.5%**
Hispanic	24.5%	3.5%

NA = Information not available
Note: Traveler group total exceeds 100 percent due to respondents indicating multiple categories

Table 3.38: Educational Achievement of Route 66 Corridor Residents and Route 66 Travelers

Education	Corridor Resident	Traveler
High School or Less	47.3%	12.8%
Some College	21.9%	26.2%
College	21.6%	28.8%
Graduate Work	9.2%	32.2%
Total	**100%**	**100%**

Table 3.39: Occupations of Route 66 Corridor Residents and Route 66 Travelers

Occupation	Corridor Resident	Traveler[a]
Military	0.4%	1.5%
Management, Professional, and related	31.5%	61.1%
Service	14.6%	13.8%
Sales and office	24.9%	9.4%
Farming, fishing, and forestry	0.3%	1.4%
Construction	8.3%	7.7%
Production, transportation, and material moving	13.2%	5.3%
Total	**100%**	**100%**

a. Differs from Table 3.25 because "retired" has been removed as an occupation, and we recalculate the occupational percentages for those *currently employed.*

Table 3.40: Household Income of Route 66 Corridor Residents and Route 66 Travelers

Income	Corridor Resident	Traveler
Under $15,000	17.6%	3.4%
$25,000 to $34,999	13.9%	4.8%
$35,000 to $49,000	13.3%	8.3%
$50,000 to $74,999	16.4%	14.7%
$75,000 to $99,999	18.3%	25.8%
$100,000 to $149,999	6.9%	15.5%
$150,000 or more	4.4%	9.3%
Total	**100%**	**100%**

Table 3.41: Sex and Age of Route 66 Corridor Residents and Route 66 Travelers

Sex/Age	Corridor Resident	Traveler
Sex		
Male	49.4%	55.4%
Female	50.6%	44.6%
Total	**100%**	**100%**
Age		
Under 20 years of age	29.1%	0.8%
20-29	14.9%	4.4%
30-39	15.9%	6.9%
40-49	14.7%	14.3%
50-59	10.3%	27.9%
0-69	6.7%	33.9%
70 or over	8.4%	11.9%
Total	**100%**	**100%**

Table 3.42: Marital Status of Route 66 Corridor Residents and Route 66 Travelers

Marital Status	Corridor Resident	Traveler
Never Married	30.1%	10.4%
Now Married	51.0%	71.2%
Divorced, Widowed or Separated	18.8%	14.1%
Other Relationship	NA	4.3%
Total	**100%**	**100%**

NA = Information not available

Table 3.43: Household Size of Route 66 Corridor Residents and Route 66 Travelers

Household Size	Corridor Resident	Traveler
Average Household Size	2.6	2.3
1-person	28.4%	15%
2-person	30.5%	60.7%
3-person	15.5%	10.1%
4-person	13.5%	9.0%
5-person	6.9%	3.3%
6-or more people	5.2%	1.8%
Total	**100%**	**100%**

We encourage the Route 66 community and travel officials to consider the above comparisons and to consider follow-up action if warranted. An example would be encouraging more non-whites, Hispanics, the less-affluent, and younger persons to travel the Mother Road.

LOOKING TOWARD THE FUTURE WITH RESPECT TO WHO TRAVELS THE ROUTE

While the Rutgers travel survey of Route 66 yields much first-of-a-kind information and allows for interesting comparisons, this effort should be viewed as a very good start and surely not the last word on the matter. Rutgers is continuing to analyze the data gathered to date and we report here on two ongoing efforts.

The first is to compare and to analyze statistically possible differences in responses by the various survey-available subgroups, such as:

- Place of Residence (Question 1)
  - *U.S. residents* versus *international residents*
  - U.S. residents of the *eight Route 66 states* versus residents of the *42 remaining states* (non-Route 66 states)
  - Residents of *near* non-Route 66 states (e.g., AK and CO) versus residents of *far* non-Route 66 states (e.g., NY and FL)
- *Length of Travel* (Question 2)
  - *Shorter* (by days) Route 66 trips versus *longer* trips
  - *Sole Route 66 trip* (not involving travel to other locations) versus *dual purpose trip* (Route 66 and other locations)
- *Route 66 Trip Purpose* (Question 5)
  - *Vacation-oriented* Route 66 trip versus *other purpose* (e.g. business focused Route 66 trip)
- *Route 66 Travel Experience* (Question 7)

    - *First-time* Route 66 travelers versus *veteran* Route 66 travelers
- *Route 66 Travel Party* (Question 8)
    - *Adult only* Route 66 travel party versus *adult with children* travel parties
- *Route 66 Travel Spending* (Question 9)
    - *Higher spending* Route 66 trips versus *lower spending* Route 66 trips
- *Route 66 Travel Accommodations* (Question 10)
    - *Formal lodging* Route 66 trips (e.g., mainly hotel/motel) versus *informal lodging* (e.g., RV or tent) Route 66 trips
- *Route 66 Travel Activities* (Question 11) (many possibilities here)
    - *National/state parks-oriented* Route 66 trip versus *shopping-oriented* Route 66 trip
- *Route 66 Characteristics* (Question 15) (Many possibilities here)
    - *Nostalgia-oriented* trip versus *other purpose* trip
- *Route 66 Traveler Profile* (Questions 21-29) (Many possibilities here)
    - Trip characteristics differentiated by *age, income, education*, etc.

To move this analysis forward, a technical addendum to this chapter contains a reconnaissance analysis of the responses to the Rutgers travel survey by three illustrative subgroups: U.S. residents versus international residents, U.S. residents of the eight Route 66 states versus U.S. residents of the non-route U.S. states, and first-time versus veteran Route 66 travelers.

Besides the subgroup analyses noted above, Rutgers continues to refine the survey data such as that dealing with expenditures. This chapter has previously explained the protocol used in tallying the travel outlays from the respondent data in Question 9 (concerning how blank responses to any of the survey's eleven pre-specified expenditure categories were counted as an outlay if a threshold number of expenditures by category were filled in). This can be taken one step further by looking towards the survey data in other questions to refine the calculation of traveler spending with the following potential such cross-checks or correlations:

Question	Item	Expected Travel Expenditure (All things being equal)
1	Residence (by state/country)	• Travelers from afar (residents of non-Route 66 states and those coming from abroad) should correlate with higher spending.
2	Trip length (days of Route 66 travel)	• Longer trip (days) should correlate with higher spending
3	Route 66 trip purpose	• Business-driven travel may correlate with higher spending
8	Travel party size	• A larger travel party should correlate with higher spending
10	Overnight accommodations	• Higher hotel/motel percentage should correlate with higher spending for lodging • Higher stay at friends'/relatives' homes should correlate with lower spending for lodging
11	Route 66 trip activities	• Certain trip activities should correlate with certain trip spending, such as the activities of "national/state parks" and "historical museums" (Questions 11a and 11c), correlating with spending for "admission to museums/historical sites/parks" (Question 11j), or the activity of "shopping" (Question 11g) correlating with spending for "all other purposes (souvenirs, film, books, gifts, clothing, etc.)" (Question 9k)

Besides continuing to mine and refine the data yielded by the first Rutgers Route 66 travel survey, we would hope that this effort will continue and expand. Possibilities include the following:

1. Convene a committee comprising Rutgers University, the Route 66 Expert Panel consulted in this study (including the National Park Service Corridor Preservation Program and the World Monuments Fund), as well as additional tourism experts (e.g., from the Travel Industry Association of America and the state-level departments dealing with travel and tourism in the eight Route 66 states) to consider possible changes to the Route 66 Traveler Survey.

2. Incorporate a revised Route 66 Traveler Survey in future editions of the *Route 66 Pulse*—an offer graciously made by the Pulse's publisher/editor/general manager, Jim Conkle. Administer the revised survey in kiosks as well (after reviewing the current kiosk locations and ideally expanding the number of kiosk sites).

3. Add other languages (e.g., Spanish) to the English-only Rutgers survey.

4. Effect a classic representative sampling approach perhaps by adding Route 66-themed questions (e.g., "have you traveled Route 66 and where?") in national ongoing tourism surveys conducted by the Travel Industry Association of America. Do the same in ongoing state tourism surveys, especially in the eight Mother Road states.

CHAPTER 3
Table Compendium
—
Detailed Tables of the Results from the Route 66 Traveler Survey

Table 3.1: Overview of the Rutgers Route 66 Traveler Survey

Section	Question Number	Content	Detail
I. Residence	1	Current Residence	Nation, state, zip/postal code
II. Travel Characteristics	2	Trip Length	Days–total trip and Route 66 portion
	3	Trip Length by Route 66 State	Days—by 8 Route 66 states
	4	Route 66 travel Direction	East, West
	5	Route 66 Travel Purpose	Pre-specified categories (e.g., vacation, business, or combination)
	6	Route 66 Travel Objective	Pre-specified categories (e.g., primary or secondary travel objective)
	7	Route 66 Travel Frequency	Four pre-specified categories (e.g., first trip to 4-or-more trips)
	8	Travel Party Size	Number -- adults/children
	9	Trip Expenditures	14 pre-specified categories (e.g. lodging, airfare, and gasoline)
	10	Overnight Stay Profile	Five pre-specified categories (e.g., hotel or camping)
	11	Route 66 Travel Activities	12 pre-specified categories (e.g. historic places and roadside attractions)
III. Additional Route 66 Detail	12	Route 66 "Images, Attractions, & Thoughts"	Open-ended
	13	Knowledge of Route 66 Historical Significance	Four pre-specified categories ("none" to "a lot")
	14	Importance of Route 66 Historical Significance	Four pre-specified categories ("none" to "a lot")
	15	Ranked Importance of Route 66 Characteristics	17 pre-specified categories (e.g., landscape, small towns, and car/motorcycle cruising) and other (open-ended)
	16	Most Important Route 66 Characteristic (from 15) and why	See 15
	17	Biggest Route 66 Challenges	Open-ended
	18	Recommendations to Enhance Route 66 Travel	Open-ended
	19	Other "Americana" Visitation	Yes-No
	20	Which "Americana"	Open-ended
IV. Traveler Profile	21	Household Size	Number of People
	22	Gender	Male/Female
	23	Age	Seven pre-specified categories from under 20 years to 70 and over
	24	Education	Four pre-specified categories from high school to graduate work
	25	Occupation	Nine pre-specified categories (e.g. management and service) and "retired"
	26	Household Income	Eight pre-specified categories from under $15,000 to $150,000 or more
	27	Marital Status	Four pre-specified categories (e.g., never married and now married)
	28	Ethnicity (Hispanic)	Yes-No
	29	Race	Five pre-specified categories (e.g., White and Asian)

Table 3.2: Route 66 Responses by Source: Kiosks (33) and Route 66 Pulse

Distribution Point	State	Frequency	Percentage
California Route 66 Museum - Victorville, CA	CA	7	0.2%
Route 66 Visitor Center, Seligman AZ	AZ	110	2.6%
Pontiac Museum - Pontiac, IL	IL	28	0.7%
Joliet Museum - Joliet, IL	IL	16	0.4%
Oklahoma Route 66 Museum - Clinton, OK	OK	64	1.5%
Texas Route 66 Museum - Mclean, TX	TX	60	1.4%
Round Barn (Route 66 Exhibit) - Arcadia, OK	OK	24	0.6%
Route 66 Mother Road Museum - Barstow, CA	CA	53	1.3%
Route 66 Museum - Lebanon, MO	MO	32	0.8%
Eisler Bros. Old Riverton Store - Riverton, KS	KS	23	0.6%
4 Women on the Route - Galena, KS	KS	19	0.5%
National Route 66 Museum - Elk City, OK	OK	50	1.2%
Powerhouse Visitor Center & Route 66 Museum - Kingman, AZ	AZ	13	0.3%
Shea's Historic Route 66 Museum - Springfield, IL	IL	104	2.5%
Baxter Springs Route 66 Visitors Center - Baxter Springs, KS	KS	13	0.3%
Motel Safari - Tucumcari, NM	NM	6	0.1%
Tee Pee Curios- Tucumcari, NM	NM	24	0.6%
Wigwam Motel - Rialto, CA	CA	26	0.6%
Jack Rabbit Trading Post - Joseph City, AZ	AZ	30	0.7%
Mid Point Café & Gift Shop - Adrian, TX	TX	52	1.2%
Missouri Route 66 State Park & Exhibit - Eureka, MO	MO	19	0.5%
Ambler's Texaco Station - Dwight, IL	IL	7	0.2%
Ariston Café - Litchfield, IL	IL	14	0.3%
Flagstaff Visitors Center - Flagstaff, AZ	AZ	4	0.1%
Dell Rhea's Chicken Basket - Willowbrook, IL	IL	14	0.3%
Pops - Arcadia, OK	OK	66	1.6%
Cool Springs Gift Shop - Kingman AZ	AZ	99	2.4%
Wigwam Motel - Holbrook, AZ	AZ	28	0.7%
La Posada Hotel - Winslow, AZ	AZ	56	1.3%
Snow Cap Drive-In - Seligman, AZ	AZ	25	0.6%
Roy's - Amboy, CA	CA	48	1.1%
Joplin Convention & Visitors Bureau - Joplin, MO	MO	1	0.0%
Bell Restaurant - Lebanon, MO	MO	11	0.3%
June/July Pulse		1,523	36.5%
August/September Pulse		1,507	36.1%
Total		4,176	100.0%
Distribution Type		**Frequency**	**Percentage**
Total Kiosk		1,146	27.4%
Total Pulse		3,030	72.5%
Missing (Printer Error)		2	0.05%
Total		4,178	100.0%

Figure 3.1: Route 66 Traveler Survey: Field Period and Questionnaire Return

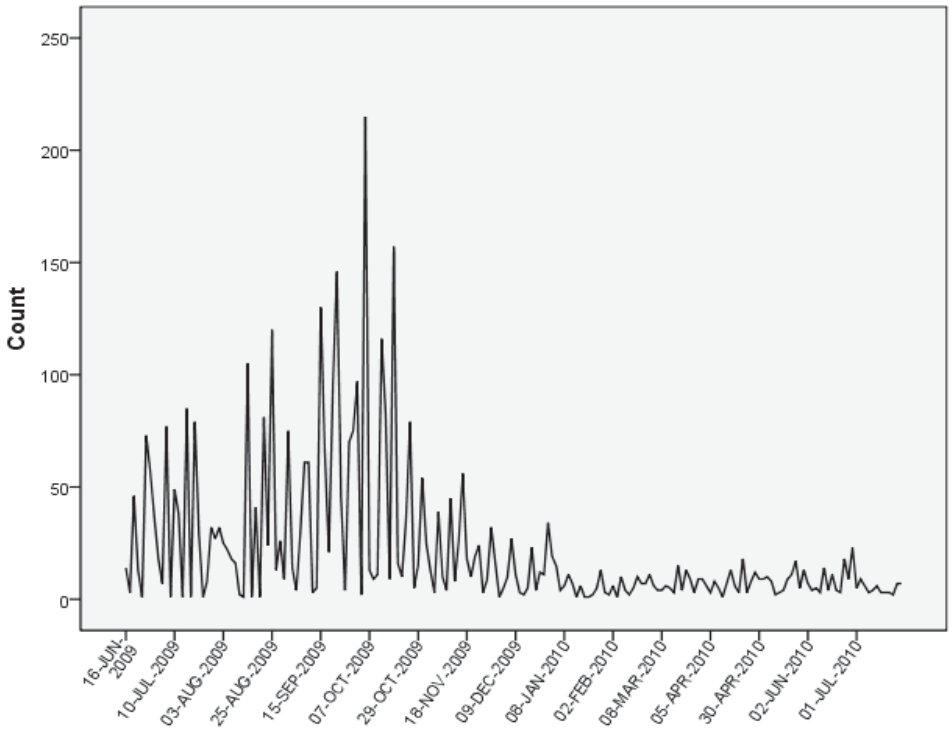


Figure 3.2: Route 66 Survey Distribution Kiosks by State

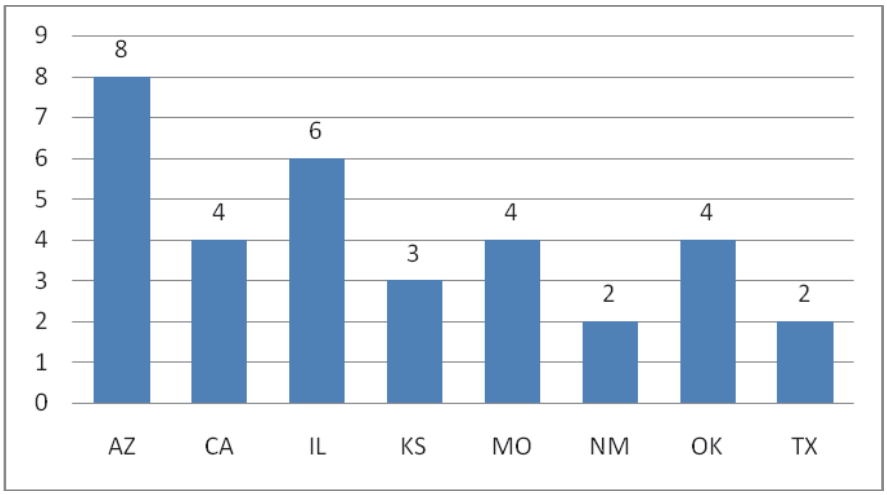


Figure 3.3: Route 66 Traveler Surveys Collected by Source and State

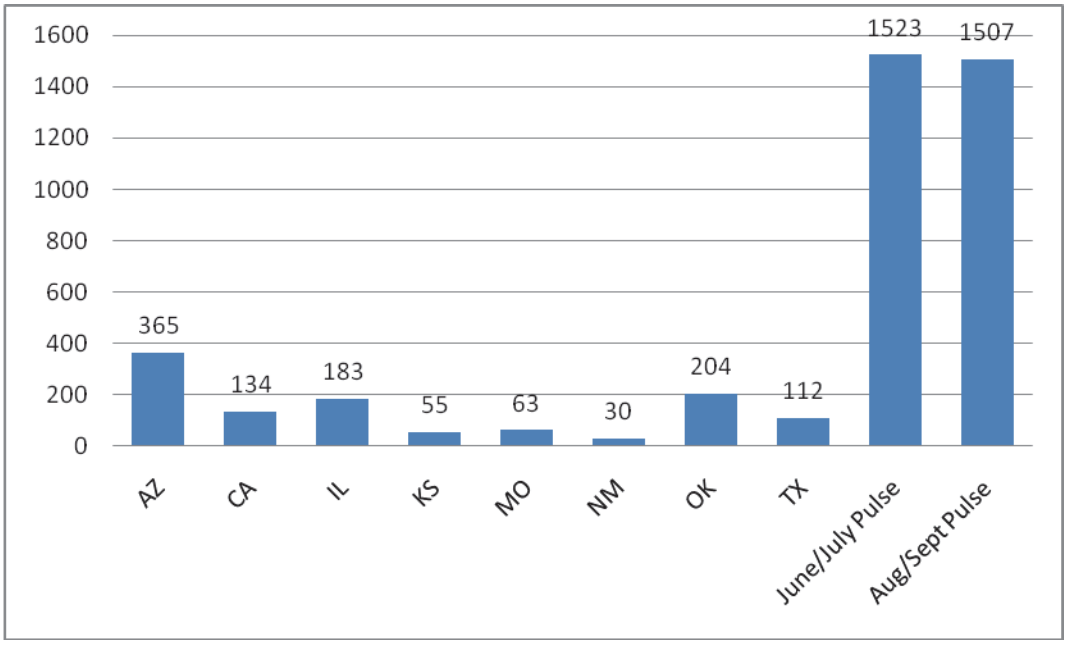


Table 3.3 Q1. Where do you currently live? State

Alphabetical

Rank	Name	State	Freq	%	Cum %	Population*
1	Alaska	AK	4	0.1%	0.1%	626,932
2	Alabama	AL	24	0.7%	0.8%	4,447,100
3	Arkansas	AR	36	1.0%	1.8%	2,673,400
4	Arizona	AZ	315	8.9%	10.8%	5,130,632
5	California	CA	581	16.5%	27.2%	33,871,648
6	Colorado	CO	50	1.4%	28.7%	4,301,261
7	Connecticut	CT	22	0.6%	29.3%	3,405,565
8	District of Columbia	DC	5	0.1%	29.4%	572,059
9	Delaware	DE	6	0.2%	29.6%	783,600
10	Florida	FL	97	2.8%	32.4%	15,982,378
11	Georgia	GA	27	0.8%	33.1%	8,186,453
12	Hawaii	HI	7	0.2%	33.3%	1,211,537
13	Iowa	IA	28	0.8%	34.1%	2,926,324
14	Idaho	ID	6	0.2%	34.3%	1,293,953
15	Illinois	IL	341	9.7%	44.0%	12,419,293
16	Indiana	IN	77	2.2%	46.2%	6,080,485
17	Kansas	KS	60	1.7%	47.9%	2,688,418
18	Kentucky	KY	25	0.7%	48.6%	4,041,769
19	Louisiana	LA	18	0.5%	49.1%	4,468,976
20	Massachusetts	MA	26	0.7%	49.8%	6,349,097
21	Maryland	MD	18	0.5%	50.3%	5,296,486
22	Maine	ME	9	0.3%	50.6%	1,274,923
23	Michigan	MI	104	3.0%	53.5%	9,938,444
24	Minnesota	MN	44	1.2%	54.8%	4,919,479
25	Missouri	MO	269	7.6%	62.4%	5,595,211
26	Mississippi	MS	6	0.2%	62.6%	2,844,658
27	Montana	MT	3	0.1%	62.7%	902,195
28	North Carolina	NC	40	1.1%	63.8%	8,049,313
29	North Dakota	ND	4	0.1%	63.9%	642,200
30	Nebraska	NE	10	0.3%	64.2%	1,711,263
31	New Hampshire	NH	14	0.4%	64.6%	1,235,786
32	New Jersey	NJ	45	1.3%	65.9%	8,414,350
33	New Mexico	NM	66	1.9%	67.8%	1,819,046
34	Nevada	NV	50	1.4%	69.2%	1,998,257
35	New York	NY	61	1.7%	70.9%	18,976,457
36	Ohio	OH	102	2.9%	73.8%	11,353,140
37	Oklahoma	OK	294	8.3%	82.1%	3,450,654
38	Oregon	OR	48	1.4%	83.5%	3,421,399
39	Pennsylvania	PA	72	2.0%	85.6%	12,281,054
40	Rhode Island	RI	7	0.2%	85.8%	1,048,319
41	South Carolina	SC	17	0.5%	86.2%	4,012,012
42	South Dakota	SD	10	0.3%	86.5%	754,844
43	Tennessee	TN	39	1.1%	87.6%	5,689,283
44	Texas	TX	215	6.1%	93.7%	20,851,820
45	Utah	UT	19	0.5%	94.3%	2,233,169
46	Virginia	VA	44	1.2%	95.5%	7,078,515
47	Vermont	VT	6	0.2%	95.7%	608,827
48	Washington	WA	54	1.5%	97.2%	5,894,121
49	Wisconsin	WI	88	2.5%	99.7%	5,363,675
50	West Virginia	WV	6	0.2%	99.9%	1,808,344
51	Wyoming	WY	4	0.1%	100.0%	493,782
*From 2000 Census			3,523			281,421,906

Table 3.4 Q1. Where do you currently live? State (continued)

Rank by Frequency

Rank	Name	State	Freq	%	Cum %	Population*
1	California	CA	581	16.5%	16.5%	33,871,648
2	Illinois	IL	341	9.7%	26.2%	12,419,293
3	Arizona	AZ	315	8.9%	35.1%	5,130,632
4	Oklahoma	OK	294	8.3%	43.5%	3,450,654
5	Missouri	MO	269	7.6%	51.1%	5,595,211
6	Texas	TX	215	6.1%	57.2%	20,851,820
7	Michigan	MI	104	3.0%	60.1%	9,938,444
8	Ohio	OH	102	2.9%	63.0%	11,353,140
9	Florida	FL	97	2.8%	65.8%	15,982,378
10	Wisconsin	WI	88	2.5%	68.3%	5,363,675
11	Indiana	IN	77	2.2%	70.5%	6,080,485
12	Pennsylvania	PA	72	2.0%	72.5%	12,281,054
13	New Mexico	NM	66	1.9%	74.4%	1,819,046
14	New York	NY	61	1.7%	76.1%	18,976,457
15	Kansas	KS	60	1.7%	77.8%	2,688,418
16	Washington	WA	54	1.5%	79.4%	5,894,121
17	Colorado	CO	50	1.4%	80.8%	4,301,261
18	Nevada	NV	50	1.4%	82.2%	1,998,257
19	Oregon	OR	48	1.4%	83.6%	3,421,399
20	New Jersey	NJ	45	1.3%	84.8%	8,414,350
21	Minnesota	MN	44	1.2%	86.1%	4,919,479
22	Virginia	VA	44	1.2%	87.3%	7,078,515
23	North Carolina	NC	40	1.1%	88.5%	8,049,313
24	Tennessee	TN	39	1.1%	89.6%	5,689,283
25	Arkansas	AR	36	1.0%	90.6%	2,673,400
26	Iowa	IA	28	0.8%	91.4%	2,926,324
27	Georgia	GA	27	0.8%	92.2%	8,186,453
28	Massachusetts	MA	26	0.7%	92.9%	6,349,097
29	Kentucky	KY	25	0.7%	93.6%	4,041,769
30	Alabama	AL	24	0.7%	94.3%	4,447,100
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40	Hawaii	HI	7	0.2%	98.4%	1,211,537
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42	Delaware	DE	6	0.2%	98.8%	783,600
43	Idaho	ID	6	0.2%	98.9%	1,293,953
44	Mississippi	MS	6	0.2%	99.1%	2,844,658
45	Vermont	VT	6	0.2%	99.3%	608,827
46	West Virginia	WV	6	0.2%	99.4%	1,808,344
47	District of Columbia	DC	5	0.1%	99.6%	572,059
48	Alaska	AK	4	0.1%	99.7%	626,932
49	North Dakota	ND	4	0.1%	99.8%	642,200
50	Wyoming	WY	4	0.1%	99.9%	493,782
51	Montana	MT	3	0.1%	100.0%	902,195
			3,523	100%		281,421,906

Table 3.5: Selected Data for Route 66 States

	Population				Route 66 Road Mileage		Route 66 Survey Kiosks	
Route 66 State	Total State Population (in 000s)[a]	Total State Population Rank	Route 66 Corridor (in 000s)[b]	Corridor Rank	Miles[c]	Route 66 Rank	Number	Route 66 Rank
Illinois	12,910	5	1,013	2	289	6	6	2
Missouri	5,988	18	932	3	313	5	4	3--4
Kansas	2,819	33	13	8	13	8	3	5
Oklahoma	3,687	28	552	4	376	3	4	3--4
Texas	24,782	2	144	7	189	7	2	6
New Mexico	2,010	36	492	5	392	1	2	6
Arizona	6,596	14	191	6	388	2	8	1
California	36,962	1	2,143	1	318	4	4	3--4
Total	95,754	-	5,479	-	2,278	-	33	-

[a] Population as of 2009

[b] Population as of 2000. See Chapter 2 for definition of corridor.

[c] Miles as of contemporary period; the 1926 Route 66 mileage was 2,448.

Table 3.6 Q1. Where do you currently live (International)? by Country Alphabetically

Country	Frequency	Percent	Country	Frequency	Percent
Albania	1	0.2%	Luxembourg	2	0.3%
Argentina	1	0.2%	Mali	1	0.2%
Australia	55	8.6%	Mexico	4	0.6%
Austria	5	0.8%	Netherlands	40	6.3%
Belgium	10	1.6%	New Zealand	8	1.3%
Brazil	1	0.2%	Norway	11	1.7%
Canada	92	14.4%	Poland	3	0.5%
China	1	0.2%	Portugal	5	0.8%
Cyprus	1	0.2%	Romania	1	0.2%
Czech Republic	4	0.6%	Russia	1	0.2%
Denmark	17	2.7%	Slovenia	5	0.8%
Finland	6	0.9%	South Africa	3	0.5%
France	46	7.2%	Spain	31	4.9%
Germany	43	6.8%	Sweden	9	1.4%
Ireland	6	0.9%	Switzerland	16	2.5%
Israel	2	0.3%	Turkey	1	0.2%
Italy	27	4.2%	United Arab Emirates	1	0.2%
Japan	2	0.3%	United Kingdom	173	27.2%
Lebanon	1	0.2%	USVI	1	0.2%
			Total	637	100.0%

Figure 3.4: Country-Place of Residence of Route 66 Survey Respondents

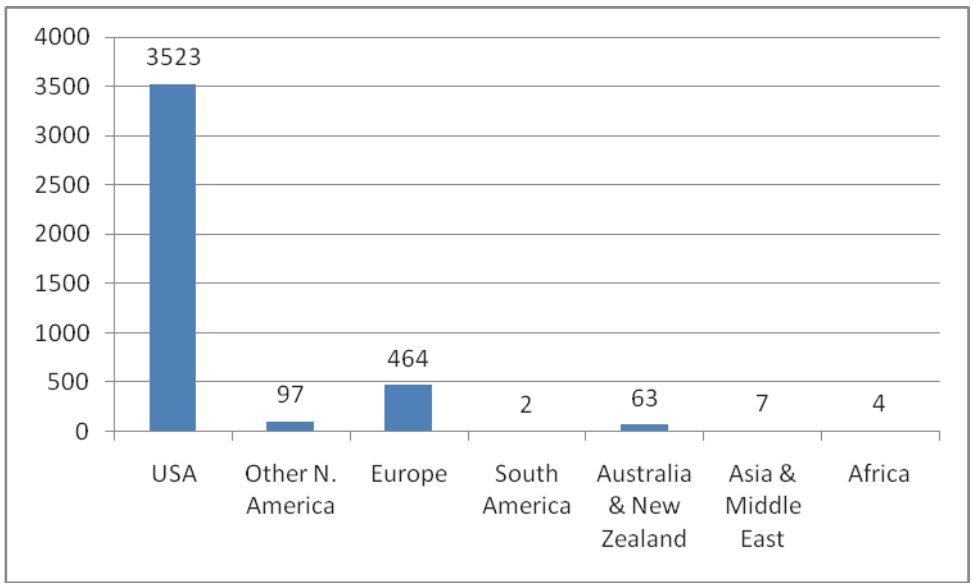


Table 3.7 Q2. How long will you be traveling (number of days)?

Travel Along Route 66

Trip Duration	Frequency	Percent	Cumulative %
1 day or less	514	13.6%	13.6%
2 days	562	14.9%	28.5%
3 days	428	11.3%	39.9%
4 days	7	0.2%	40.0%
5 days	587	15.6%	55.6%
6 days	175	4.6%	60.2%
7 days	178	4.7%	64.9%
1 to 2 weeks	760	20.1%	85.1%
2 to 3 weeks	344	9.1%	94.2%
3 to 4 weeks	50	1.3%	95.5%
4 weeks or more	169	4.5%	100.0%
Total	3,774	100.0%	

Total Trip: Route 66 and other Locations

Trip Duration	Frequency	Percent	Cumulative %
1 day or less	143	4.1%	4.1%
2 days	157	4.5%	8.6%
3 days	200	5.7%	14.3%
4 days	1	0.0%	14.3%
5 days	363	10.4%	24.7%
6 days	123	3.5%	28.2%
7 days	216	6.2%	34.4%
1 to 2 weeks	889	25.4%	59.8%
2 to 3 weeks	617	17.6%	77.4%
3 to 4 weeks	245	7.0%	84.4%
4 weeks or more	546	15.6%	100.0%
Total	3,500	100.0%	

Statistics

	Travel Along Route 66	Route 66 and other Locations
N	3,779	3,505
Mean	11.096	21.105
Median	5.000	12.000
Mode	2	14
Std. Deviation	33.9998	46.8560

Note: ungrouped Statistics include 5 responses listing value of 0

Figure 3.5a: Length of Trip on Route 66

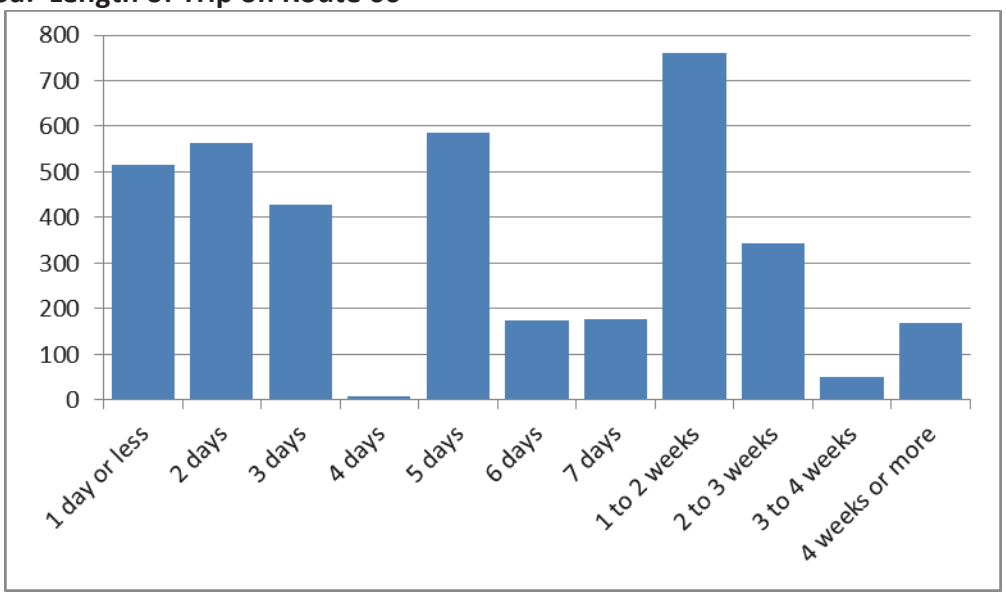


Figure 3.5b: Length of Trip on Route 66 and Other Locations

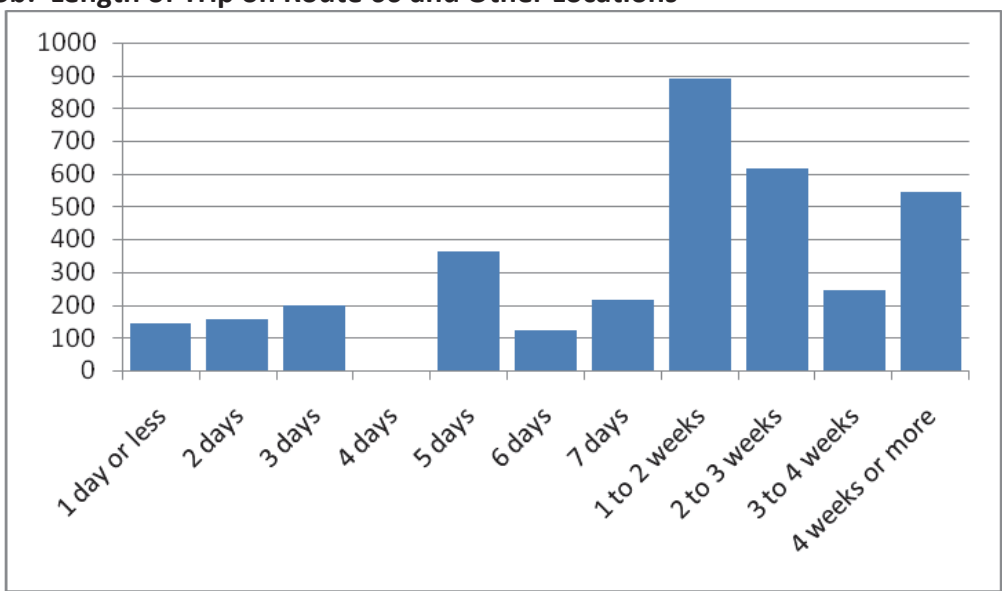


Table 3.8 Q3. How many days will you be traveling along Route 66 in each of the following states?

State	Sum	Sum days Percent	Mean	Median	Normalized Mean*	Normalized Median*	Response N	Response Rate
Arizona	12,585	25.2%	4.9	2	3.2	1	2592	66.4%
California	5,367	10.8%	2.9	2	1.4	0	1842	47.2%
Illinois	4,885	9.8%	3.1	2	1.3	0	1566	40.1%
Kansas	1,788	3.6%	1.4	1	0.5	0	1292	33.1%
Missouri	6,001	12.0%	3.3	2	1.5	0	1817	46.5%
New Mexico	5,624	11.3%	2.7	2	1.4	1	2117	54.2%
Oklahoma	9,603	19.3%	4.4	2	2.5	1	2181	55.9%
Texas	4,020	8.1%	2.1	1	1.0	0	1930	49.4%
Total	49,873	100.0%	24.7	-	12.8	-	3905	-

* Corrected N of 3905 (total who answered at least one [a through h], all others assumed to be zero)

Response Rate is per state percentage of all who answered at least one (3905)

Table 3.9 Q4. Which direction are you traveling along Route 66?

Direction	N	Percent
West	2,392	61.1%
East	1,123	28.7%
Round Trip*	397	10.1%
Total	3,912	100.0%

*"Round Trip" not an option on survey, and so likely unreported

Table 3.10 Q5. What is the purpose of your travel? (Please mark all that apply)

Purpose	N	Percent
Vacation (or leisure)	3,219	77.5%
Visit friends/relatives	873	21.0%
Business	174	4.2%
Combination	649	15.6%
Other	264	6.4%
Total Unique Respondents	4,155	

Table 3.11 Q6. Is your travel along Route 66? (Objective)

Objective	Frequency	Percent	Cumulative Percent
Primary Objective	1,586	38.6%	38.6%
One of Several	1,959	47.7%	86.3%
Not an Objective	563	13.7%	100.0%
Total	4,108	100.0%	-

Figure 3.6 Primacy of Route as Objective

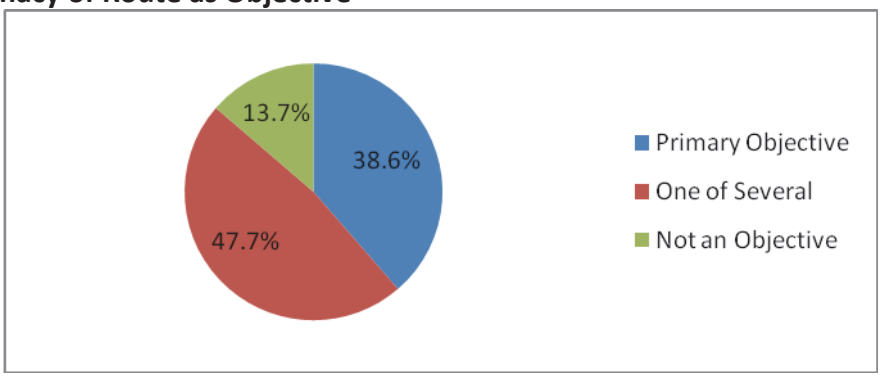


Table 3.12 Q7. If travel along Route 66 is your primary travel objective/destination, is this your first such trip? (Please mark one):

Trips	Frequency	Percent
First Trip	1,242	37.3%
No, Have Done 2-3 trips	741	22.3%
No, Have done 4 or more trips	851	25.6%
Not a primary factor	493	14.8%
Total	3,327	100.0%

Figure 3.7 Route Experience

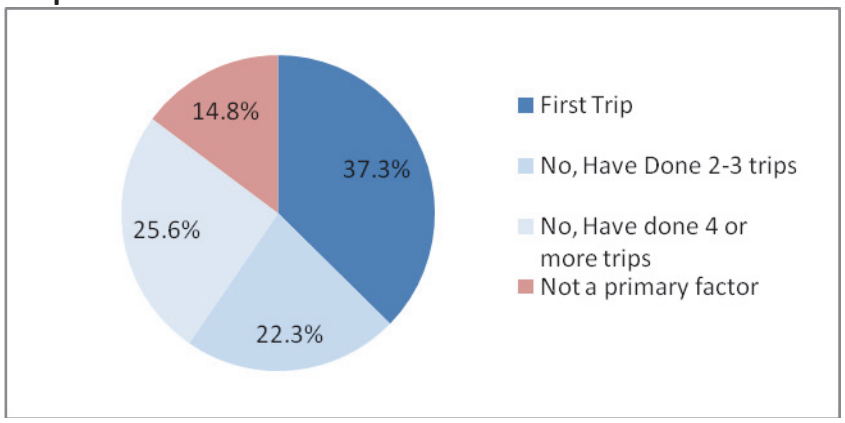


Table 3.13 Q8. Including yourself, how many adults and children are in your immediate travel party?

	Adults	Children	Adults*	Children*	Total*
Sum	12,258	967	12,258	967	13,225
Mean	2.96	1.24	2.96	0.23	3.19
Median	2	1	2	0	2
St. Dev	5.546	1.335	5.544	0.755	5.609
N	4,143	777	4,146	4,146	4,146

* N corrected to 4,146 (total number answer either part)

Figure 3.8 Travel Party Size

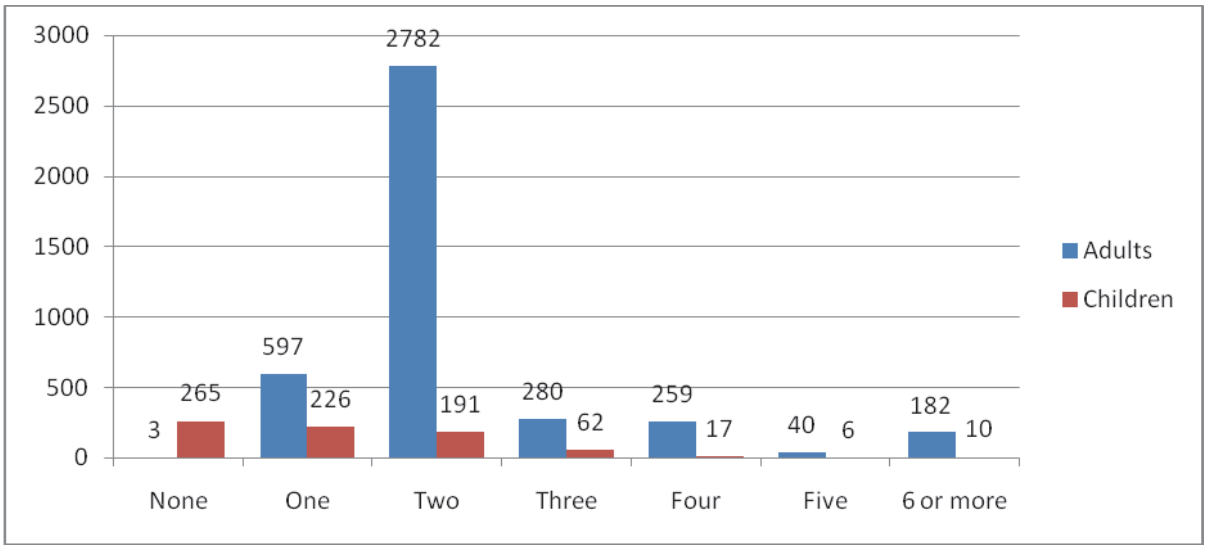
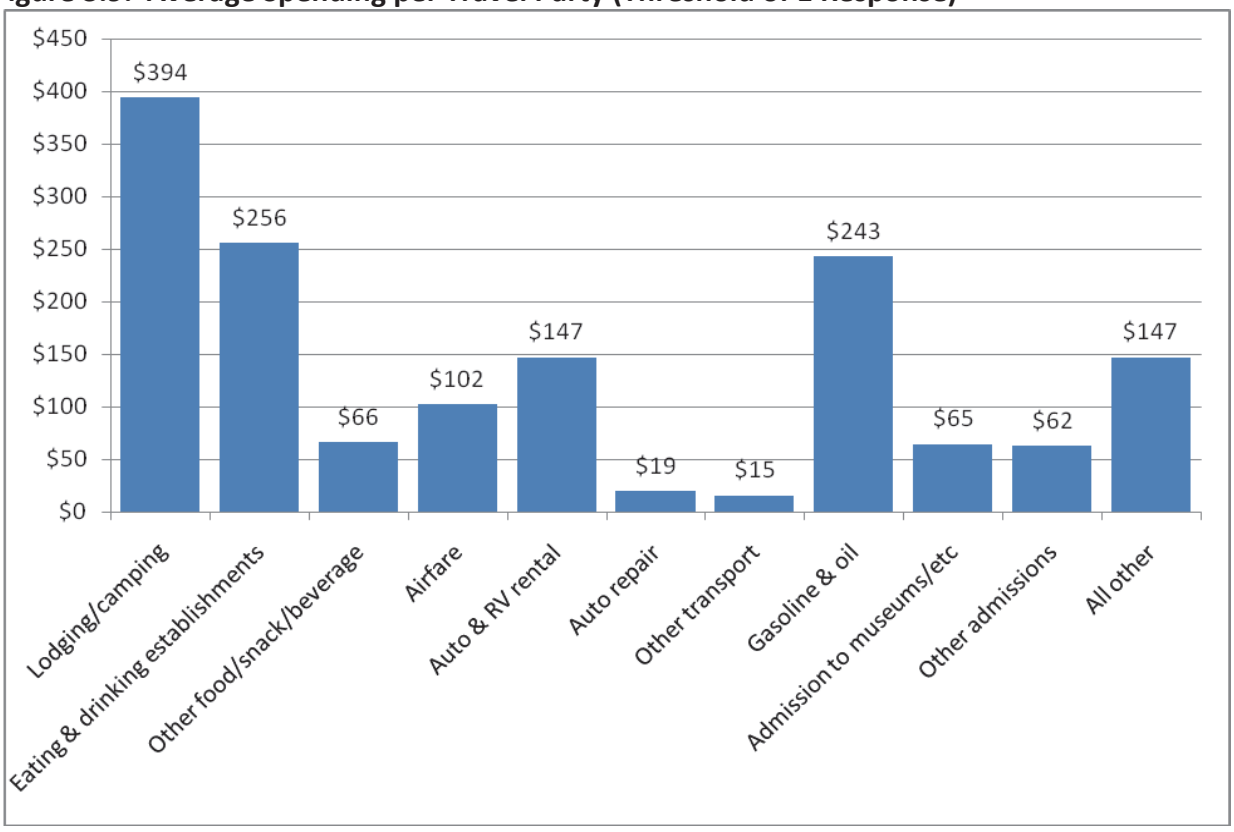


Table 3.14 Q9. Please estimate how much you plan to spend on the following categories during your trip on Route 66.

Spending Category	Number	Percent	Mean of Spenders*	Mean (at least 1)**	Sum
Lodging/camping	2,789	75.8%	$519	$394	$1,448,703
Eating & drinking establishments	3,346	91.0%	$281	$256	$939,483
Other food/snack/beverage	2,608	70.9%	$93	$66	$241,856
Airfare	391	10.6%	$957	$102	$374,172
Auto & RV rental	605	16.5%	$890	$147	$538,747
Auto repair	240	6.5%	$298	$19	$71,439
Other transport	240	6.5%	$298	$15	$56,990
Gasoline & oil	3,126	85.0%	$286	$243	$892,894
Admission to museums/etc	2,326	63.3%	$102	$65	$237,291
Other admissions	1,167	31.7%	$196	$62	$228,796
All other	3,058	83.2%	$176	$147	$538,815
Total Unique Respondents	3,677			$1,515	$5,569,186

*Mean of Spenders: Average for each category where N is respondents indicating spending in that category
**Mean (at least 1): Average for each category where N is total respondents indicating spending in at least 1 category

Figure 3.9: Average Spending per Travel Party (Threshold of 1 Response)



Averages (mean) from total N of 3,667 unique respondents at 1-response threshold

Table 3.15 Q10. In your Route 66 travel, what percentage of your overnight stays occurs in the categories shown below?

Category	Number	Percent of stays*
Hotel/Motel/B&B	3,147	73%
Condo or time share	75	1%
Friends'/relatives' homes	668	8%
RV or tent	604	12%
Other	215	4%
Total Unique Respondents	3,835	99%

**Mean: Average of those who indicated at least one category*

Table 3.16 Q11. In your Route 66 Travel, please indicate if you engaged in the activities shown below.

Activities	Number	Percent
National/state parks	2,787	68.5%
Outdoor activities	1,638	40.2%
Historic Places/Museums	3,486	85.7%
Notable places/landmarks	3,291	80.9%
Cultural events/festivals	978	24.0%
Roadside attractions	3,314	81.4%
Shopping	2,558	62.9%
Theme/amusement park	276	6.8%
Nightlife/dancing	335	8.2%
Golf/tennis/skiing	78	1.9%
Sports event	165	4.1%
Gambling	653	16.0%
Total Unique Respondents	4,070	

Figure 3.10 Trip Activities by Percent of Respondents (100%=Total Unique Respondent 4070)

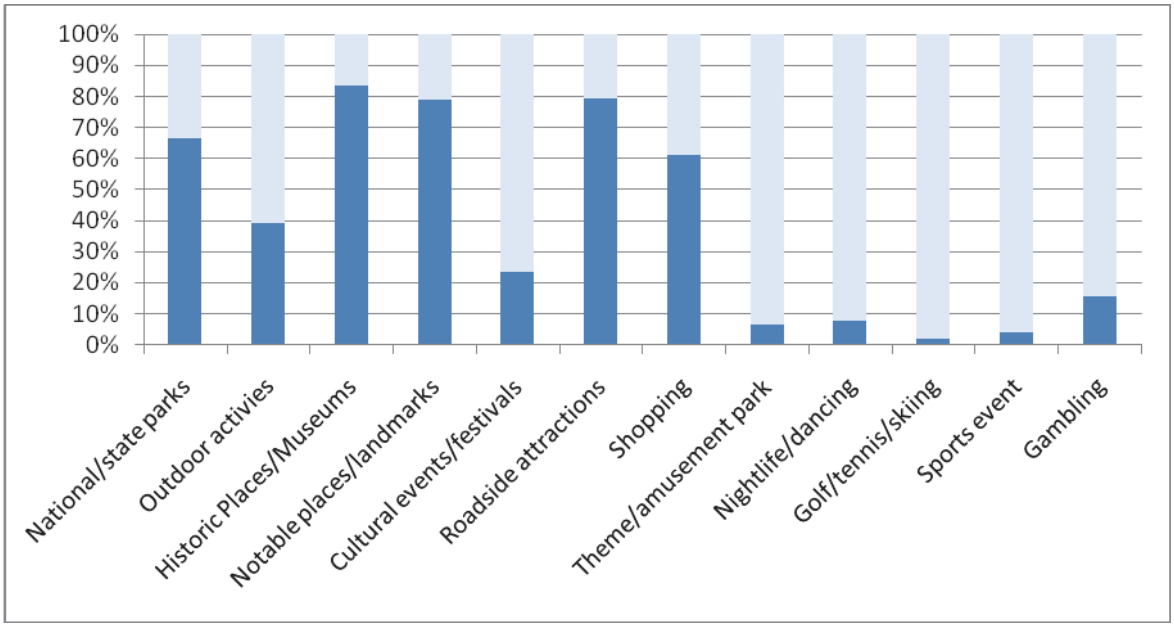


Table 3.17 Q13. How much do you know about the historical significance of Route 66?

Response	Frequency	Percent
None	57	1.4%
A little	815	19.7%
Some	1,886	45.7%
A lot	1,369	33.2%
Total	4,127	100.0%

Figure 3.11 Knowledge of Route Significance

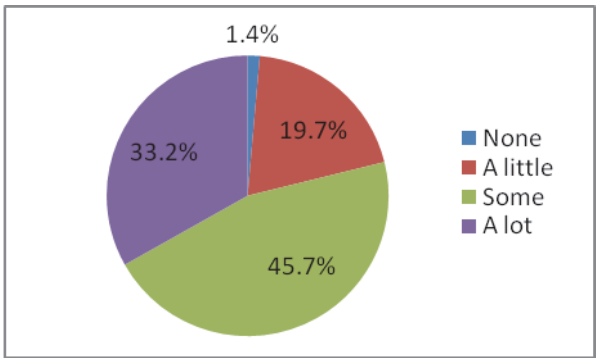


Table 3.18: Q14. How big of a factor was the historical significance of Route 66 in your trip planning?

Response	Frequency	Percent
None	430	10.4%
A little	584	14.1%
Some	1,119	27.1%
A lot	1,999	48.4%
Total	4,132	100.0%

Figure 3.12: Importance of Historical Significance

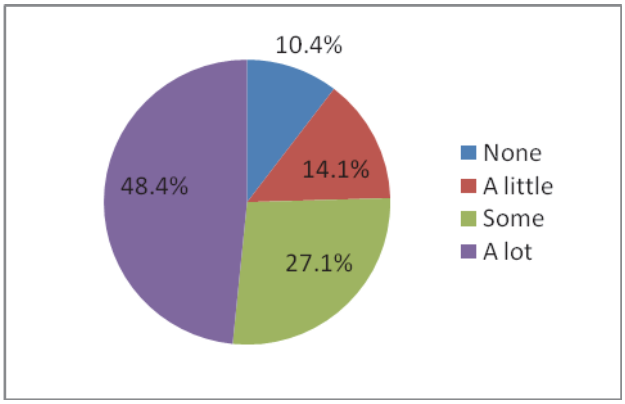


Table 3.19 Q15. Please rank the importance of the following characteristics of "Route 66" by circling the number that best applies. [1 "most important" through 5 "least important"]

Category	Number	Response Rate*	Mean	Median	Mode	St Dev
Bars/nightclubs	3,787	91.6%	4.54	5	5	0.90
Car/motorcycle cruising	3,864	93.4%	2.56	2	1	1.53
Vintage Diners/Restaurants	3,964	95.9%	1.97	2	1	1.10
Gateway to West	3,881	93.9%	2.57	2	3	1.27
Entertainment/Amusement	3,742	90.5%	3.33	3	3	1.21
Historic Sites/Monuments	4,064	98.3%	1.74	1	1	0.96
Vintage Hotels/Motels	3,928	95.0%	2.26	2	1	1.29
Notable Places/Landmarks	4,002	96.8%	1.68	1	1	0.94
Other roadside attractions	3,890	94.1%	2.20	2	2	1.09
Trading Post/Curio Shops	3,922	94.8%	2.63	3	3	1.22
Landscape	3,959	95.7%	1.83	1	1	1.07
National Parks	3,958	95.7%	2.16	2	1	1.18
Personal History	3,842	92.9%	2.76	3	1	1.42
Small Towns	4,022	97.3%	1.94	2	1	1.05
U.S. History	3,969	96.0%	1.97	2	1	1.06
Navigating Highways	3,866	93.5%	2.25	2	1	1.20
Nostalgia	4,000	96.7%	1.70	1	1	1.06
Other	523	12.6%	1.93	1	1	1.43
Total Unique Respondents*	4,135	-	-	-	-	-

*Percent of Total Unique Respondents indicating score for item category

Q15. Distribution of Ranking scores a through r

Category	Number	#1	#2	#3	#4	#5	Row Total
Bars/nightclubs	3,787	2%	3%	9%	13%	74%	100%
Car/motorcycle cruising	3,864	37%	19%	17%	7%	20%	100%
Vintage Diners/Restaurants	3,964	44%	29%	18%	4%	5%	100%
Gateway to West	3,881	25%	25%	28%	10%	11%	100%
Entertainment/Amusement	3,742	8%	17%	31%	21%	22%	100%
Historic Sites/Monuments	4,064	51%	32%	11%	3%	3%	100%
Vintage Hotels/Motels	3,928	37%	27%	18%	8%	10%	100%
h Notable Places/Landmarks	4,002	54%	31%	10%	3%	3%	100%
Other roadside attractions	3,890	32%	33%	24%	7%	5%	100%
Trading Post/Curio Shops	3,922	21%	26%	30%	13%	9%	100%
Landscape	3,959	51%	27%	13%	4%	4%	100%
National Parks	3,958	38%	28%	21%	8%	6%	100%
Personal History	3,842	25%	23%	22%	12%	18%	100%
Small Towns	4,022	43%	33%	15%	5%	4%	100%
U.S. History	3,969	41%	34%	16%	5%	4%	100%
Navigating Highways	3,866	34%	29%	22%	7%	7%	100%
Nostalgia	4,000	59%	24%	9%	3%	5%	100%
Other	523	63%	11%	11%	3%	13%	100%

Table 3.20 Q19. Have you visited other destinations noted for "Americana"?

Response	Frequency	Percent
No	1,430	38.8%
Yes	2,258	61.2%
Total	3,688	100.0%

Table 3.21 Q21. Including yourself, how many people are in your household?

Grouped

People	Number	Percent
1	618	15.0%
2	2,506	60.7%
3	418	10.1%
4	372	9.0%
5	138	3.3%
6 or more	75	1.8%
Total*	4,127	100.0%

*"0" respondent excluded from grouped counts

Statistics

Sum	9,621
Mean	2.33
Median	2
St dev	1.25418
N	4128

Figure 3.13: Household Size

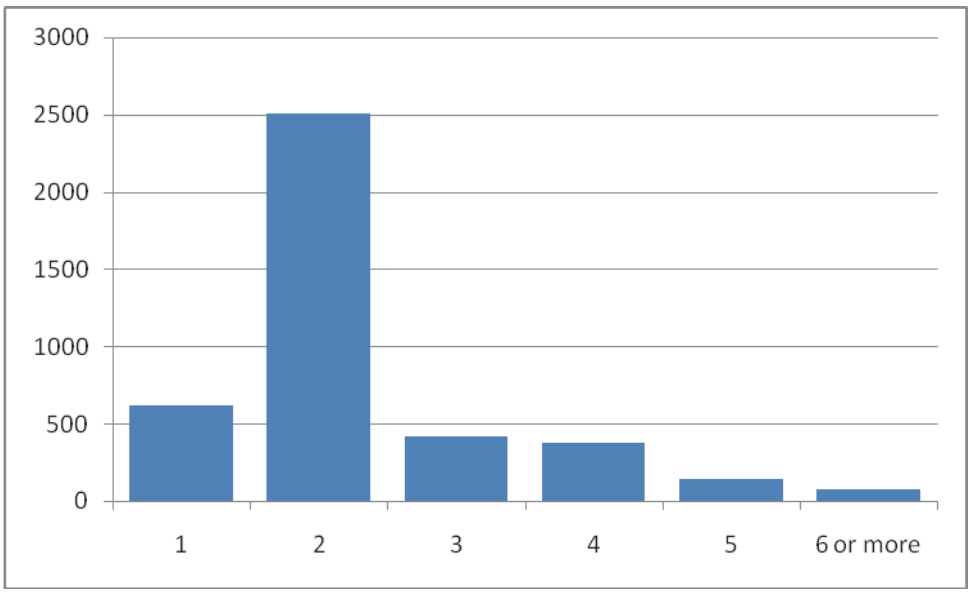


Table 3.22 Q22. What is your gender?

Gender	Frequency	Percent
Male	2,278	55.4%
Female	1,832	44.6%
Total	4,110	100.0%

Table 3.23 Q23. In which age group are you?

Age	Frequency	Percent	Cumulative Percent
Under 20	32	0.8%	0.8%
20-29	180	4.4%	5.1%
30-39	285	6.9%	12.0%
40-49	590	14.3%	26.3%
50-59	1,151	27.9%	54.2%
60-69	1,399	33.9%	88.1%
Over 70	493	11.9%	100.0%
Total	4,130	100.0%	

Figure 3.14: Age Group

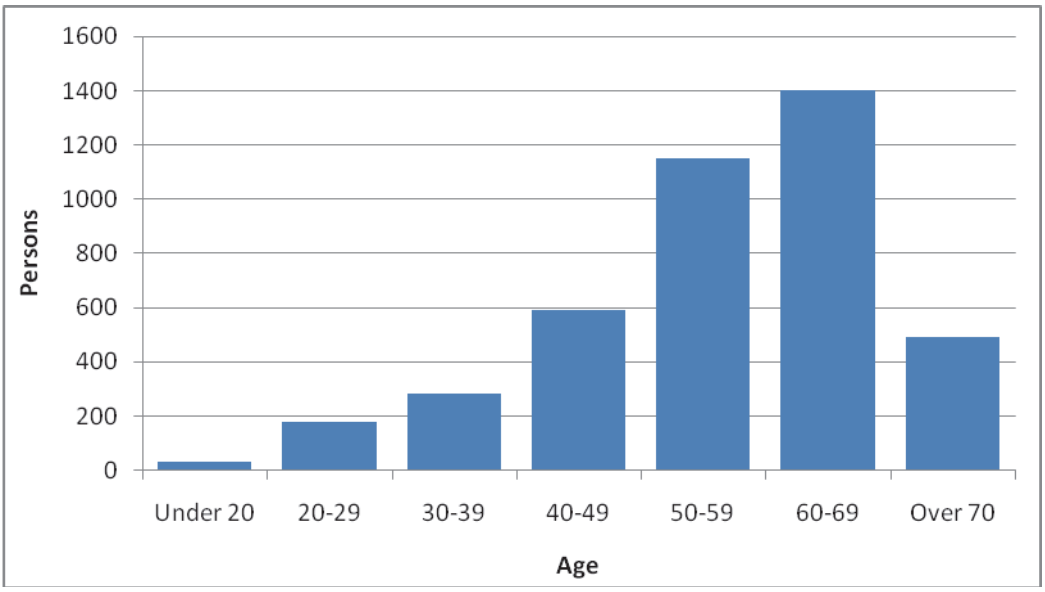


Table 3.24 Q24. What is the highest level of formal education you have completed.

Level of Education	Frequency	Percent	Cumulative Percent
High school education or less	522	12.8%	12.8%
Some College -- no degree	1,067	26.2%	39.0%
College Graduate	1,171	28.8%	67.8%
Graduate work/degree	1,311	32.2%	100.0%
Total	4,071	100.0%	-

Figure 3.15: Level of Education

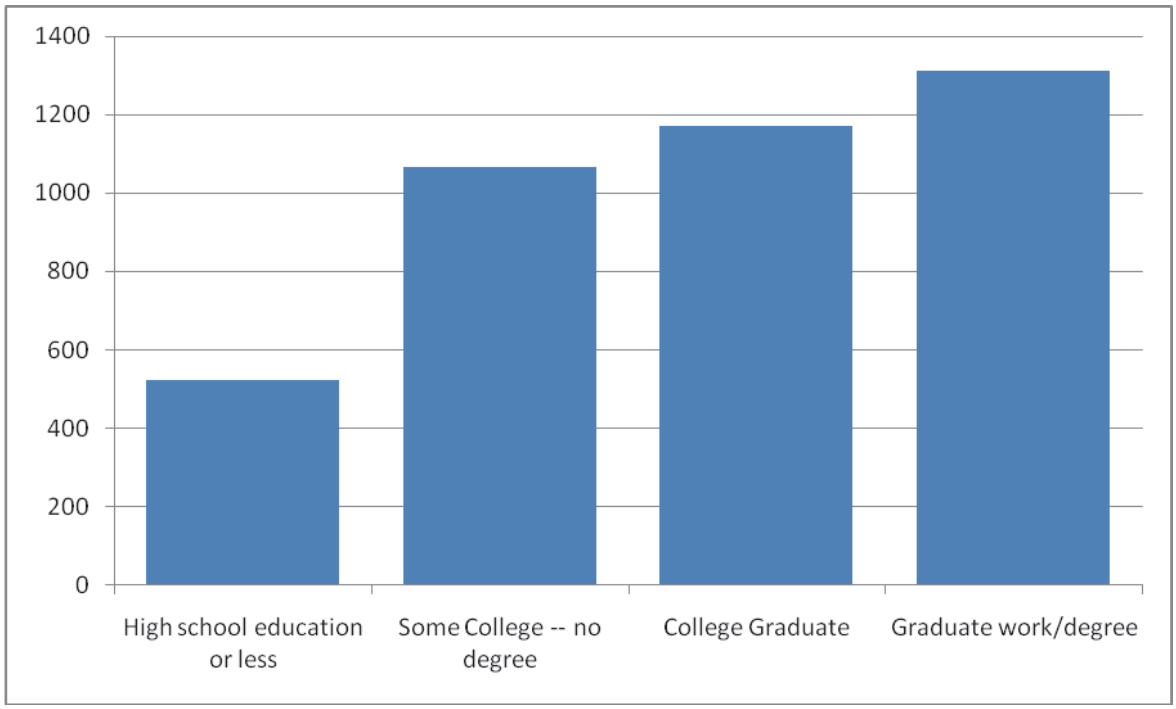


Table 3.25 Q25. What best describes your primary occupation?

Occupation	Frequency	Percent
Management and professional	1,417	35.7%
Service	321	8.1%
Sales and office	218	5.5%
Farm, fishing and forestry	33	0.8%
Construction and extraction	74	1.9%
Maintenance and repair	104	2.6%
Production and transportation	119	3.0%
Military	35	0.9%
Retired	1,645	41.5%
Total	3,966	100.0%

Figure 3.16

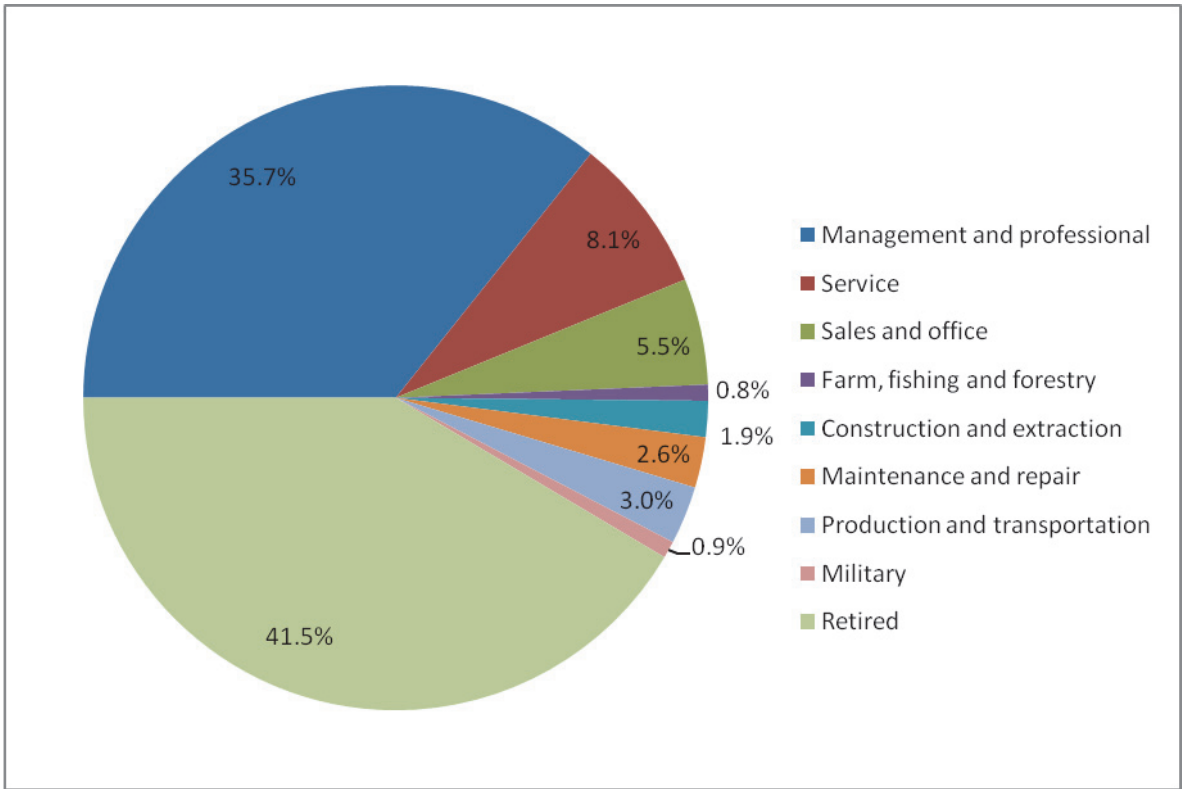


Table 3.26 Q26. Which category best represents your annual household income?

Income	Frequency	Percent	Cumulative %
Under $15,000	129	3.4%	3.4%
$15,000-$24,999	181	4.8%	8.3%
$25,000-$34,999	310	8.3%	16.6%
$35,000-$49,999	549	14.7%	31.2%
$50,000-$74,999	967	25.8%	57.0%
$75,000-$99,999	680	18.2%	75.2%
$100,000-$149,999	580	15.5%	90.7%
$150,000 or more	349	9.3%	100.0%
Total	3,745	100.0%	-

Figure 3.17: Income

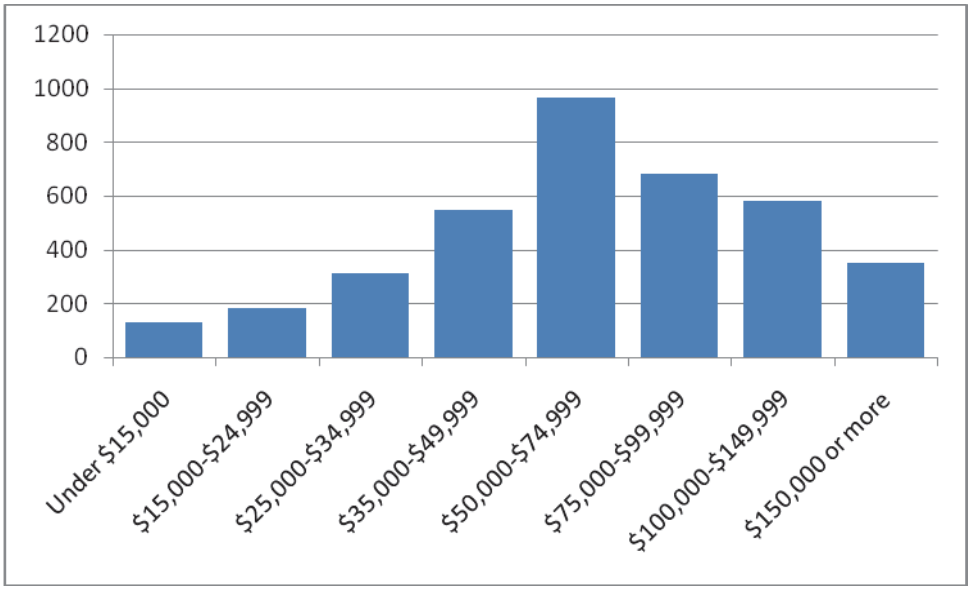


Table 3.27 Q27. What is your marital status?

Marital Status	Frequency	Percent
Never Married	427	10.4%
Now Married	2,918	71.2%
Divorced/widowed/separated	579	14.1%
Other relationship	175	4.3%
Total	4,099	100.0%

Table 3.28 Q28. Are you Hispanic/Spanish or Latino?

Response	Frequency	Percent
Yes	142	3.5%
No	3,927	96.5%
Total	4,069	100.0%

Table 3.29 Q29. What is your race? (Please mark all that apply):

Race	Number	Percent
American Indian or Alaskan Native	126	3.2%
Asian	36	0.9%
Black or African American	38	1.0%
White	3,837	96.8%
Other	25	0.6%
Total Unique Respondents	3,962	102.5%

Percent exceeds 100% due to responses listing more than one answer

CHAPTER 3

Reconnaissance Route 66 Traveler Survey Subgroup Analysis

INTRODUCTION

In this technical section, the results of Route 66 Travel Survey are analyzed by three illustrative subgroups in order to discern differences in travel behavior between groups. The analysis evaluates the Section II "Travel Characteristics" and Section III "Additional Route 66 Detail" of the travel survey, excluding open-ended questions. Traveler Profiles are also summarized. The illustrative subgroups considered are:

- **Residence: Route States vs. Non-Route States**
- **Country of Origin: U.S. Travelers vs. International Travelers**
- **Experience: First-time Route 66 Travelers vs. Repeat Travelers**

All three subgroupings showed variations in travel characteristics, with the biggest difference coming between those traveling the route for the first time, and those who were making at least their second trip. Some questions showed greater variability between groups – such as knowledge of the Mother Road or spending on airfare and auto rental, while other questions showed little difference between groups – such as spending on auto repair or engaging in activities relating to historic places and museums.

KEY FINDINGS

Route States vs. Non-Route States

Travelers hailing from the eight states that host part Route 66 indicated longer trips along the Mother Road than did travelers from other U.S. states (14 days as compared to 8 days).

A higher proportion of travelers from non-route states indicated they were traveling for vacation or leisure than those route-states (81 percent as compared to 70 percent).

A significantly greater proportion of non-route state travelers indicated they were making their first trip along the Mother Road (52 percent, as compared to 28 percent of route-state travelers).

U.S. Travelers vs. International Travelers

Almost all travelers hailing from outside the United States indicated they were leisure travelers (95 percent), as compared to only three-quarters of domestically based travelers.

Nearly 80 percent of international travelers reported they were embarking on their first Route 66 trip, as compared to just 37 percent of domestic travelers.

With an average total spending of $3,167, international travelers outspent domestic travelers (average total spending of $1,229) by a factor of roughly than 2.5 to 1[166].

International travelers reported a higher average percentage of overnight stays in hotels, motels, and bed and breakfasts than did U.S. travelers (90 percent of nights as compared to 70 percent).

First-time Route 66 Travelers vs. Repeat Travelers

A higher percentage of first-time travelers indicated that traveling the Mother Road was a primary trip objective (66 percent as compared to 47 percent amongst repeat travelers)

Repeat-travelers reported greater levels of participation in events and activities along the Route, whereas first-time travelers were more heavily focused on fixed destinations like landmarks, parks, and roadside attractions.

First-time travelers indicated significantly higher spending in virtually every category, and an average overall of $2,300 – as compared to only $1,394 for repeat travelers[20].

SCOPE AND LIMITATIONS

This reconnaissance analysis is exploratory in nature, taking a qualitative approach to the data to uncover differences between the illustrative subgroups. While results are considered with regard to general expectation, the thrust is largely atheoretical. Accordingly, this section uses the word "significant" in its most general sense – to reflect the judgment of the author – and not to report statistical significances.

As with the treatment of the full survey response data in Chapter Three, missing values present obstacles to interpretation. For ease of comparison, some questions are considered in simplified form in this reconnaissance evaluation. Question 3 instructed respondents to indicate (on separate lines) the number of days they spent traveling in each state of Route 66. Since most respondents did not indicate an answer for every state, taking the pure mean obscures differences in response rates. For the purposes of this section, the means were normalized by the total number of unique respondents to the question (i.e. those who record an answer to any part). The result from this procedure "levels out" responses, however it also pulls the averages down significantly. Question 8, which asked for the numbers of adults and children in the travel party and Question 9, detailing spending, were given the same treatment with similar results. While these normalizations make for simpler relative comparisons between subgroups, the values reported below should be interpreted generally. It should also be noted, that for all questions that requested numerical information but did not have pre-coded responses, the mean obscures a sometimes enormous range of indicated responses. High outlying values bring the means up, which works

[166,20] These spending amounts are for those who indicated spending in at least one of the eleven pre-specified expenditure categories. Spending by international travelers exceeded that of domestic travelers in nearly every category surveyed.

as something of a counterbalance to the normalization effect. Moving forward, a more rigorous analysis would require the imputation of missing values, as well as some advanced protocol for dealing with outliers.

RESIDENCE: ROUTE STATES VS NON-ROUTE STATES

Traveler Profile

Of the 4,178 survey respondents, 3,523 indicated a U.S. state (or the District of Columbia) as their current place of residence. Of U.S. residents, 2,141 (61 percent) hail from the eight states that host the route (Arizona, California, Illinois, Kansas, Missouri, New Mexico, Oklahoma, and Texas); the remaining 1,382 (39 percent) hail from other states. As shown in Table 1, other than their origins, the two groups are very similar in socioeconomic profile.

Table 1 Traveler Socioeconomic Characteristics

#	Question:	Route State	Non-Route State
21	**Average Household Size**	(n=2,118)	(n=1,370)
	Median	2.00	2.00
	Mean	2.32	2.26
22	**Gender**	(n=2,107)	(n=1,365)
	Male	55.7%	51.5%
	Female	44.3%	48.5%
23	**Age**	(n=2,113)	(n=1,373)
	Median (group)	60-69	50-59
24	**Education**	(n=2,087)	(n=1,361)
	Median (group)	College Graduate	College Graduate
	Mode	Graduate Work/Degree	College Graduate
25	**Occupation**	(n=2,022)	(n=1,324)
	1st (percent)	Retired (44%.1)	Retired (45.3%)
	2nd (percent)	Management and professional (32.6%)	Management and professional (34.4%)
	3rd (percent)	Service (7.8%)	Service (7.2%)
26	**Income**	(n=1,929)	(n=1,234)
	Median (group)	50K to 75K	50K to 75K
27	**Marital Status**	(n=2,100)	(n=1,360)
	Mode	Married (72.1%)	Married (75.7%)
28	**Hispanic**	(n=2,078)	(n=1,350)
	Percentage	3.7%	1.0%
29	**Race**	(n=2,007)	(n=1,382)
	American Indian	4.9%	2.0%
	Asian	1.1%	0.5%
	Black or African American	0.8%	1.5%
	White	96.2%	97.2%
	Other	0.5%	0.4%

Trip Characteristics

Question 2: How long you will you be traveling (number of days)?
Travel Along Route 66 ____ Days; Total trip: Route 66 and other locations ____ Days

Table 2 Mean Travel Days

	Along Route 66			66 and Other		
	n	**Mean**	**Median**	**N**	**Mean**	**Median**
Route State	1,888	13.5	4	1,659	19.1	8
Non-Route	1,274	7.5	5	1,243	21.1	13

With regard to total trip duration (Route 66 and other), respondents hailing from states that host the route showed no significant difference from those hailing from non-route states, both indicating total trips with a mean of roughly 20 days (Table 2). However, travelers from route states spent significantly longer on the Mother Road itself than did those from other states, indicating an average (mean) Route 66 days of travel of 13.5 (route state) and 7.5 days (non-route state) respectively. Therefore, route-state travelers spent roughly two-thirds of their trip (13.5 of 19.1 days) on the Mother Road, and non-route state travelers roughly one-third (7.5 of 21.1) In terms of median, the pattern holds but the results are much closer. Route-state travelers spent a median of 4 days on the Mother Road in a median total trip of 8 days, whereas non-route-travelers spent a median of 5 days on Route 66 in a total median trip of 13 days. In general, the results fit expectations, as travelers from non-route states would presumably have an origin and destination (namely "home") in a state other than those that host the route.

Question 3: How many days will you be traveling along Route 66 in each of the following states?
Arizona, California, Illinois, Kansas, Missouri, New Mexico, Oklahoma, Texas

Table 3 Mean Route 66 Travel Days by State (N corrected by total unique respondents)

	n	**AZ**	**CA**	**IL**	**KS**	**MO**	**NM**	**OK**	**TX**
Route State	1,975	4.34	1.49	1.47	0.52	2.01	1.53	3.71	1.19
Non-Route	1,319	1.94	0.81	0.85	0.35	1.00	1.26	1.17	0.79

The distribution of trip days between states (Table 3) shows a difference that is largely unremarkable. As the discussion of Route 66 trip duration above would predict, route-state travelers spent, on average, more time in each state than did non-route-state travelers. Moreover, despite the differences in total travel times, route-state and non-route-state travelers divided that time in roughly equal proportions (approximately two to one for route state versus non-route state), with the only possible exception being New Mexico, where there was much closer parity in the number of days spent by the two subgroups.

Question 5: What is the purpose of your travel along Route 66? (please mark all that apply) Vacation (or leisure);Visit friends/relatives; Business; Combination of vacation, visit, and/or business; Other

Table 4 Route 66 Trip Purpose

	n	Vacation or Leisure	Visit Friends/Relatives	Business	Combination	Other
Route State	2,126	69.8%	26.0%	6.2%	20.4%	8.4%
Non-Route	1,380	81.1%	19.5%	2.9%	13.4%	13.4%

In terms of Route 66 trip purpose, the subgroups showed a difference that is notably different across almost all categories (Table 4). The result comports with expectations, with non-route-state travelers more likely to indicate a Route 66 trip purpose of vacation or leisure (81.1 percent to 69.8 percent), and route-state travelers more likely to indicate they are visiting friends or relatives (26.0 percent to 19.5 percent). Although still a very small share, a larger percentage of route-state travelers stated that they are engaged in business (6.2 percent to 2.9 percent). A smaller percentage of non-route-state travelers indicated "combination," which along with the other factors suggests that travelers coming from outside the region are more likely to travel the Mother Road purely for pleasure than are route-state travelers, who are more likely to have other motives (Table 4).

Question 6: Is your travel along Route 66 (please mark one):
Your primary travel objective/destination; One of several travel objectives/destinations; Not a planned objective/destination

Table 5 Route 66 Trip Objective

	n	Primary	One of Several	Not
Route State	2,096	39.5%	44.0%	16.5%
Non-Route	1,366	33.0%	53.4%	13.6%

While exhibiting some differences, both groups gave very similar responses with regard to the primacy of the Mother Road as a destination/objective (Table 5). Somewhat surprisingly, a higher percentage of route-state travelers indicated Route 66 as their primary objective/destination (39.5 percent versus 33.0 percent). Interestingly, about one-sixth of route state travelers also indicated the Mother Road was not a planned objective/destination at all. In an apparent contradiction of the implication of question five, question six indicates that a higher percentage of non-route state travelers had objectives other than the route itself, but again the difference percentage-wise is relatively small.

Question 7: If travel along Route 66 is your primary travel objective/destination, is this your first such trip?
Yes, first trip; No, have done 2-3 trips; No, have done 4 or more trips; Not a primary factor

Table 6 Route 66 Trip Frequency

	n	1st	Have done 2 or 3	Have done 4 or more	Not a factor
Route State	1,774	24.0%	23.3%	37.8%	14.9%
Non-Route	1,050	43.0%	24.4%	15.0%	17.7%

Analysis of question seven shows that route state travelers are significantly more likely to be repeat Mother Road travelers than non-route-state travelers (Table 6). While 43.0 percent of those who hailed from states outside the route indicated that they were making their first trip on the Mother Road, only 24.0 percent of those from states that host the route responded similarly. The difference between groups is even more pronounced when it comes to respondents who have done more than four trips, which 37.8 percent of route state travelers have accomplished compared to just 15.0 percent of non-route-state travelers. If the "not a factor" respondents are excluded, the percentages break down as shown in Table 7. The result is the same, but more pronounced with more than half of non-route-state travelers on their first trip, as against almost three-quarters of route state-travelers making a repeat trip.

Table 7 Route 66 Trip Frequency excluding "not a factor"

	n	1st	Have done 2 or 3	Have done 4 or more
Route State	1,509	28.2%	27.4%	44.4%
Non-Route	864	52.2%	29.6%	18.2%

Question 8: Including yourself, how many adults and children are in your immediate travel party?
____ Adults; ____ Children (under 18 years of age)

Table 8 Mean Adults and Children in Travel Party (N corrected by total unique respondents)

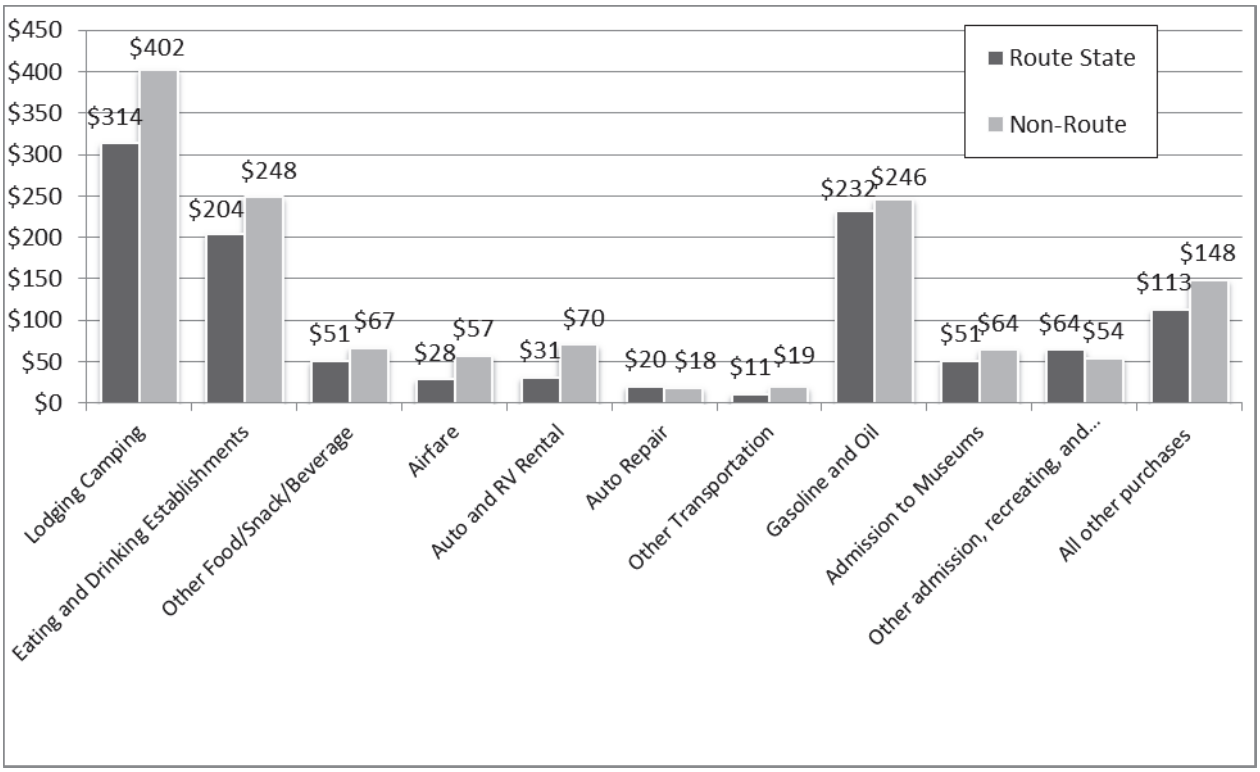
	n	Adults	Children
Route State	2,117	2.8	0.3
Non-Route	1,380	2.8	0.2

There is virtually no difference between the subgroups in terms of the number of adults in a travel party, with both subgroups averaging (mean) 2.8. With regard to children, route-state travelers have a slight edge, averaging (mean) 0.3 children per party to the non-route state's 0.2 children per party (Table 8). The direction of the difference comports to expectation, as parents with young children may be less willing to embark on long car trips: thus, we should expect travel parties coming from further away would be less likely to be accompanied by children. Both

groups show a strong predilection toward traveling without children, however, as indicated by the ratio of adults to children by group: 9.3 adults for every child among route-state travelers and 14.0 adults for every child among non-route-state travelers.

Question 9: Please estimate how much you plan to spend on the following categories during your trip on Route 66. (please enter zero if no spending)
Lodging/camping; Eating and drinking; Other food/snack/beverage purchases; Airfare; Auto and RV rental; Auto repair; Other transportation; Gasoline and oil; Admission to museums/historical sites/parks; Other admissions, recreation, etc.; All other purchases

Figure 1 Route 66 Mean Spending by Subgroup (n corrected at 1 answer threshold)



n=1,878 (Route State), 1,245 (Non-Route)

Survey respondents from non-route states spent an average of $1,394 during their trip on Route 66. Route-state respondents spent $1,119—nearly 25 percent less. Non-route-state respondents spent more in almost every category despite the shorter average trip along Route 66 as indicated in question two.

Non-route state survey respondents indicated more spending in nearly all categories, but significantly more so with respect to costs items important to those travelling far from home, e.g., lodging, airfare, and auto rental (Figure 1). Accordingly, the largest spending gap in terms of dollar was in category *Lodging/camping*, where non-route state respondents outspent route-state respondents $402 to $314. As Question 10 shows, on average, non-route state travelers spend about half as much time staying with friends and relatives as do route-state travelers (Table 9).

The largest comparative spending gap was in category *Auto and RV rental* with non-route state travelers outspending route state travelers by more than two to one ($70 to $31). Spending was much closer in categories relating to general transportation incidentals like auto repair and gasoline. And in the case of entertainment and general recreation activities, local travelers (i.e. route state) spent somewhat more—$64 compared to $51 by visitors from non-route states.

In keeping with expectation stemming from the higher proportion of leisure travelers indicated in question two, non-route-state travelers also spent more on what might be termed discretionary vacation spending – namely restaurants, museums, and souvenirs (Figure 1).

Question 10: In your Route 66 travel, what percentage of your overnight stays occurs in the categories shown below? (Total should add to 100%)
Hotel/Motel/B&B; Condo or time share; Friends'/relatives' homes; RV or tent; Other

Table 9 Mean Share of Overnight Accommodations

	n	Hotel/Motel/B&B	Condo/ Time Share	Friends'/Relatives' Homes	RV or Tent	Other
Route State	1,909	68.5%	1.5%	11.9%	11.4%	5.0%
Non-Route	1,313	72.3%	1.1%	6.4%	15.8%	3.2%

Totals other than 100 reflect inconsistency in survey responses

Route state travelers indicated significantly more overnight stays at the homes of friends or relatives – 11.9 percent versus 6.4 percent (Table 9). Non-route state travelers spent appreciably more time in hotels and camping. Both of these findings comport with expectations. Neither group spent much time in condos or time shares.

Question 11: In your Route 66 travel, please indicate if you engaged in the activities shown below. (Please mark all that apply)
National/State parks; Outdoor activities; Historic Places/Museums; Notable places/landmarks; Cultural events/festivals; Roadside attractions; Shopping; Theme/amusement parks; Nightlife/dancing; Golf/tennis/skiing; Sports event; Gambling

Table 10 Route 66 Travel Activities

	n	National/ State Parks	Notable Places/ Landmarks	Cultural Events/Festivals	Roadside Attractions	Sports Event
Route State	2,078	62.2%	78.0%	28.5%	78.6%	5.0%
Non Route	1,355	71.4%	85.3%	17.5%	84.1%	2.3%

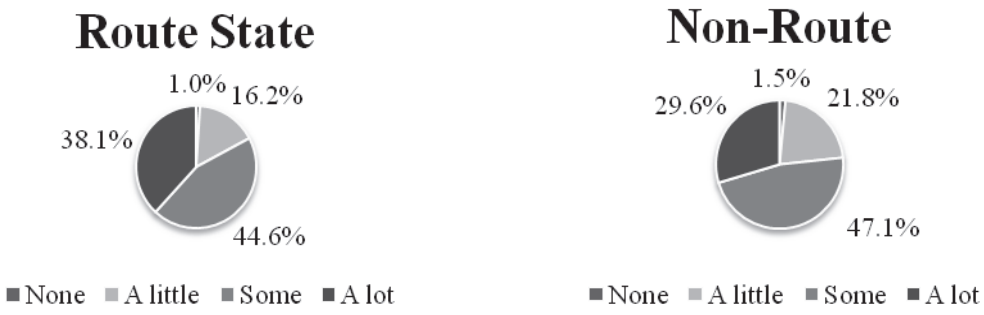
Only categories of significant difference are shown

Travelers hailing from route states and those from non-route states engaged in the activities listed in Question 11 at similar rates; however there are some notable differences (Table 10). On average, non-route state travelers indicated greater participation in fixed tourist attractions – national parks, notable places/landmarks, and roadside attractions. Route-state travelers indicated greater

levels of participation in cultural events and festivals as well as in sporting events – scheduled activities of which they are more likely to be aware of, or can attend while traveling.

Question 13: How much do you know about the historical significance of "Route 66"?
None; A little; Some; A lot

Figure 2 Knowledge of Historical Signifiance of Route 66



n=2,117 (Route State), 1,368 (Non-Route State)

For both groups, only the tiniest sliver of respondents (1 to 2 percent) indicated that they had no knowledge of the historical significance of the Mother Road (Figure 2). Indeed, a substantial majority—nearly three-quarters—of respondents from both groups were more than a little aware of the route's historical significance. More route-state respondents stated they knew "a lot" about the Mother Road (38.1 percent to 29.6 percent), however the plurality of both subgroups went to "some" knowledge (44.6 and 47.1 percent, respectively).

Question 14: How big of a factor was the historical significance of Route 66 in your trip planning? (please mark one):
None; A little; Some; A lot

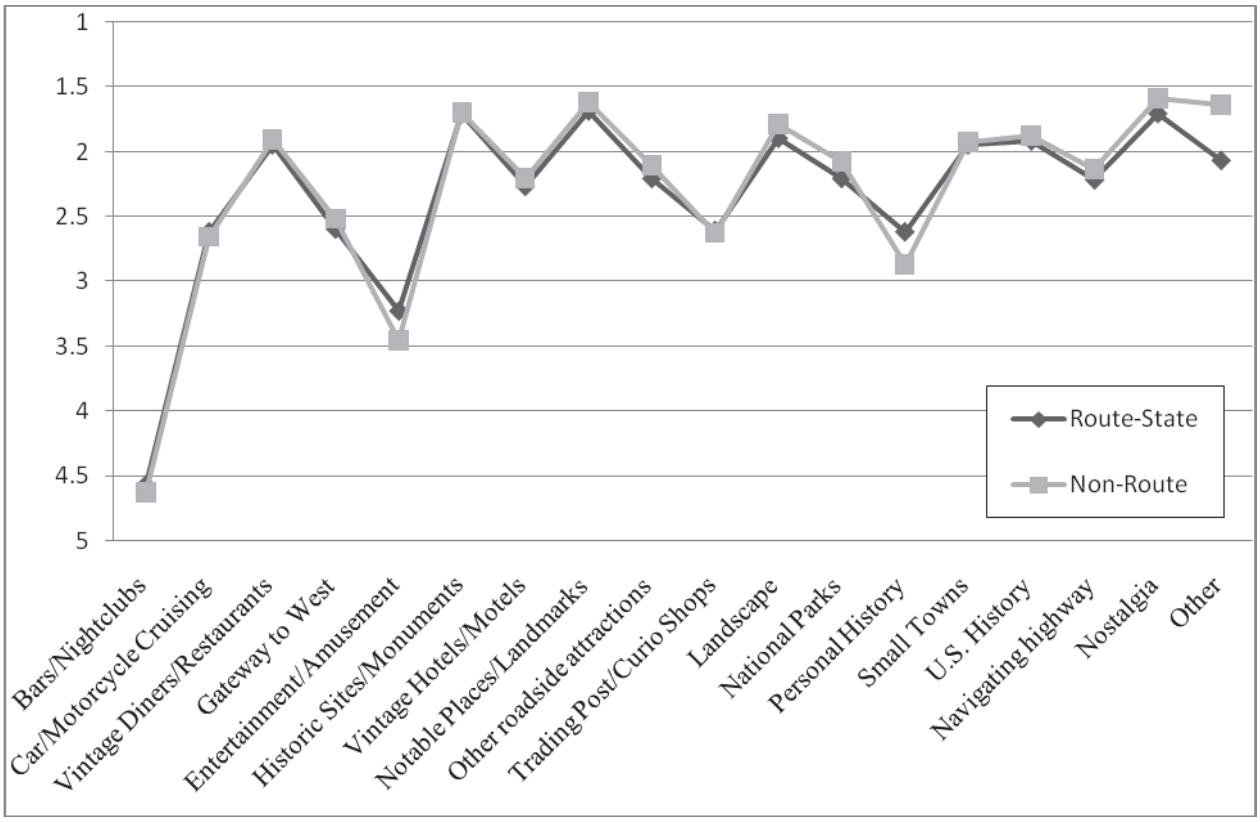
Table 11 Route 66 Significance in Trip Planning

	n	None	A Little	Some	A Lot
Route State	2,111	12.2%	13.5%	27.7%	46.6%
Non-Route	1,377	9.6%	14.6%	26.6%	49.2%

There was virtually no difference between the groups with regard to the significance of the route in trip planning (Table 11). For both groups, nearly half indicated it was "a lot" of a factor, and only around one-tenth said it had no influence. Table 11 shows that slightly more route-state respondents indicated "none" and slightly more non-route-state indicated "a lot".

Question 15: Please rank the importance of the following characteristics of "Route 66" by circling the number that best applies. (1= "Most Important," 5= "Least Important)
Bars/Nightclubs; Cars/Motorcycle Cruising; Vintage Diners/Restaurants; Gateway to West; Entertainment/Amusement; Historic Sites/Monuments; Vintage Hotels/Motels; Notable Places/Landmarks; Other roadside attractions; Trading Post/Curio Shops; Landscape; National Parks; Personal History; Small Towns; U.S. History; Navigating highway; Nostalgia; Other

Figure 3 Mean Ranking Score - Importance of Route 66 Trip Characteristics



n varies per category; Scale is from 1"Most Important" to 5 "Least Important"

The two subgroups were very similar with regard to ranking the importance of trip characteristics, as is evident from Figure 3. Generally, non-route state travelers ascribed slightly more importance to almost everything, with the exception of Bars/Nightclubs, Car/Motorcycle Cruising, Entertainment/Amusement, and Personal History, which route state travelers ranked somewhat more highly.

Question 19: Have you visited other destinations noted for "Americana" (please mark one): Yes, No

Table 12 Visitation to to other "Americana"

	n	Yes	No
Route State	1,877	62.7%	37.3%
Non-Route	1,229	64.6%	35.4%

The route state and non-route state subgroups were virtually identical in their responses to question 19, with roughly two-thirds of both groups had visited other destinations noted for "Americana" (Table 12).

COUNTRY OF ORIGIN: U.S. TRAVELERS VS OVERSEAS TRAVELERS

Traveler Profile

Of respondents listing origins, 3,523 (85 percent) indicated a current address in the United States, and 637 (15 percent) indicated they currently reside in another country. A full treatment of the country distribution of international travelers can be found in the core text of Chapter Three. About 73 percent of the international group hail from European countries. As shown in Table 13, domestic and international travelers differed in a few significant respects. The international subgroup was younger, more likely to be unmarried, less likely to be retired, and was comprised of a higher proportion of males.

Table 13 Traveler Socioeconomic Characteristics

#	Question:	U.S.	International
21	**Average Household Size**	(n=3,488)	(n=624)
	Median	2.00	2.00
	Mean	2.30	2.51
22	**Gender**	(n=3,472)	(n=622)
	Male	54.0%	63.3%
	Female	46.0%	36.7%
23	**Age**	(n=3,486)	(n=628)
	Median (group)	50-59	40-49
24	**Education**	(n=3,448)	(n=608)
	Median (group)	College Graduate	College Graduate
	Mode	Graduate Work/Degree	Graduate Work/Degree
25	**Occupation**	(n=3,346)	(n=604)
	1st (percent)	Retired (44.6%)	Management and professional (49.0%)
	2nd (percent)	Management and professional (33.3%)	Retired (23.8%)
	3rd (percent)	Service (7.8%)	Service (9.8%)

26	**Income**	(n=3,163)	(n=568)
	Median (group)	50K to 75K	50k to 75k
27	**Marital Status**	(n=3,460)	(n=624)
	Mode	Married (73.5%)	Married (58.7%)
28	**Hispanic**	(n=3428)	(n=626)
	Percentage	2.7%	8.0%
29	**Race**	(n=3,348)	(n=599)
	American Indian	3.7%	0.2%
	Asian	0.9%	1.2%
	Black or African American	1.1%	0.3%
	White	96.6%	98.0%
	Other	0.5%	1.3%

Trip Characteristics

Question 2: How long you will you be traveling (number of days)?
Travel Along Route 66 ____ Days; Total trip: Route 66 and other locations ____ Days

Table 14 Mean Travel Days

	Along Route 66			66 and Other		
	n	**Mean**	**Median**	**n**	**Mean**	**Median**
U.S.	3,162	11.1	4	2,902	20.0	10
International	606	11.2	10	593	26.3	20

Domestic and international travelers spent indicated nearly identical average (mean) trip durations along Route 66 (11.1 and 11.2 days, respectively). International travelers, however, indicated a mean overall trip duration (Route 66 and other) six days longer than that of domestic travelers (26.3 and 20.0 days, respectively). Given that international travelers (with the exception of those from North America, such as Canada) can be expected to spend longer just reaching the route, it is reasonable that they would have longer overall trips. The much larger observed differences in median scores between international and domestic travelers concerning travel days reflect the heavy influence of high outlying values in both groups (Table 14). The median domestic traveler spent four days traveling the Mother Road within a total trip of ten days, as compared to the median international traveler's ten days along the route within a total trip of twenty days.

Question 3: How many days will you be traveling along Route 66 in each of the following states? Arizona, California, Illinois, Kansas, Missouri, New Mexico, Oklahoma, Texas, Total

Table 15 Mean Travel Days by State

	n	AZ	CA	IL	KS	MO	NM	OK	TX
U.S.	3,294	3.4	1.2	1.2	0.5	1.6	1.4	2.7	1.0
International	600	2.4	2.2	1.4	0.5	1.2	1.6	1.2	1.0

Domestic and International travelers indicated very similar distributions of trip days by state. The only notably differences were Arizona, in which U.S. travelers spent 3.4 days to international travelers' 2.4 days; California, where domestic travelers indicated a mean of 1.2 days to international travelers' 2.2 days; and Oklahoma, where domestic travelers spent 2.7 days to international travelers' 1.2 days.

Question 5: What is the purpose of your travel along Route 66? (please mark all that apply) Vacation (or leisure);Visit friends/relatives; Business; Combination of vacation, visit, and/or business; Other

Table 16 Route 66 Trip Purpose

	n	Vacation or Leisure	Visit Friends/ Relatives	Business	Combination	Other
U.S.	3,506	74.2%	23.4%	4.9%	17.7%	7.2%
International	636	95.4%	7.7%	0.5%	4.6%	1.4%

Table 16 shows that while the vast majority of both groups indicated they were traveling for reasons of vacation or leisure, international travelers were far more likely to be traveling purely for vacation or leisure (95.4 percent and 74.2 percent, respectively) and far less likely to be traveling for any other reason. Percentagewise, ten times as many domestic travelers were on business trips. This variation comports with expectations.

Question 6: Is your travel along Route 66 (please mark one):
Your primary travel objective/destination; One of several travel objectives/destinations; Not a planned objective/destination

Table 17 Route 66 as Trip Objective

	n	Primary	One of Several	Not
U.S.	3,462	36.9%	47.7%	15.3%
International	633	48.0%	47.1%	4.9%

The subgroups are somewhat different with regard to primacy of Route 66 as a trip objective (Table 17). Almost half of international travelers indicated that Route 66 was the primary purpose of their trip, as opposed to just over one-third of domestic travelers. Percentagewise, three times as many U.S.-residence travelers indicated that their travel along the Mother Road was incidental (15.3 percent to 4.9 percent).

Question 7: If travel along Route 66 is your primary travel objective/destination, is this your first such trip?
Yes, first trip; No, have done 2-3 trips; No, have done 4 or more trips; Not a primary factor

Table 18 Route 66 Trip Frequency

	n	First Trip	No, Have done 2-3 trips	No, Have done 4 or more trips	Not a primary factor
U.S.	3,318	31.1%	23.7%	29.3%	16.0%
International	494	73.1%	14.2%	4.5%	8.3%

Question 7, which focused on prior experience traveling Route 66, revealed one of the largest gaps between international and domestic travelers. Almost three-quarters (73.1 percent) of international travelers were making their first trip along Route 66, while less than one-third (31.1 percent) of domestic respondents made a similar indication (Table 18). While 16.0 percent of U.S. travelers indicated that Route 66 was "not a primary factor" influencing their trip, just 8.3 percent of international travelers responded similarly. This latter response mimics the pattern of answers to Question 6 (see table 17).

Table 19 Route 66 Trip Frequency Excluding "Not a primary factor"

	n	First Trip	No, Have done 2-3 trips	No, Have done 4 or more trips
U.S.	2,826	37.0%	28.2%	34.9%
International	453	79.7%	15.5%	4.9%

Table 19 recalculates the trip number percentages, limiting responses to only those for which the Mother Road was indicated a primary factor for their trip. Nearly 80 percent of international travelers were making their first trip, while 63 percent of U.S. travelers were repeat travelers on the Mother Road. Percentagewise, seven times as many U.S. travelers were on what was at least their fourth trip along the Route (34.9 percent versus 4.9 percent). Given the distances involved, and the duration of a trip of this nature, it is likely that for international travelers, a trip on Route 66 is a once-in-a-lifetime experience, or at least a less common journey.

Question 8: Including yourself, how many adults and children are in your immediate travel party?
____ Adults; ____ Children (under 18 years of age)

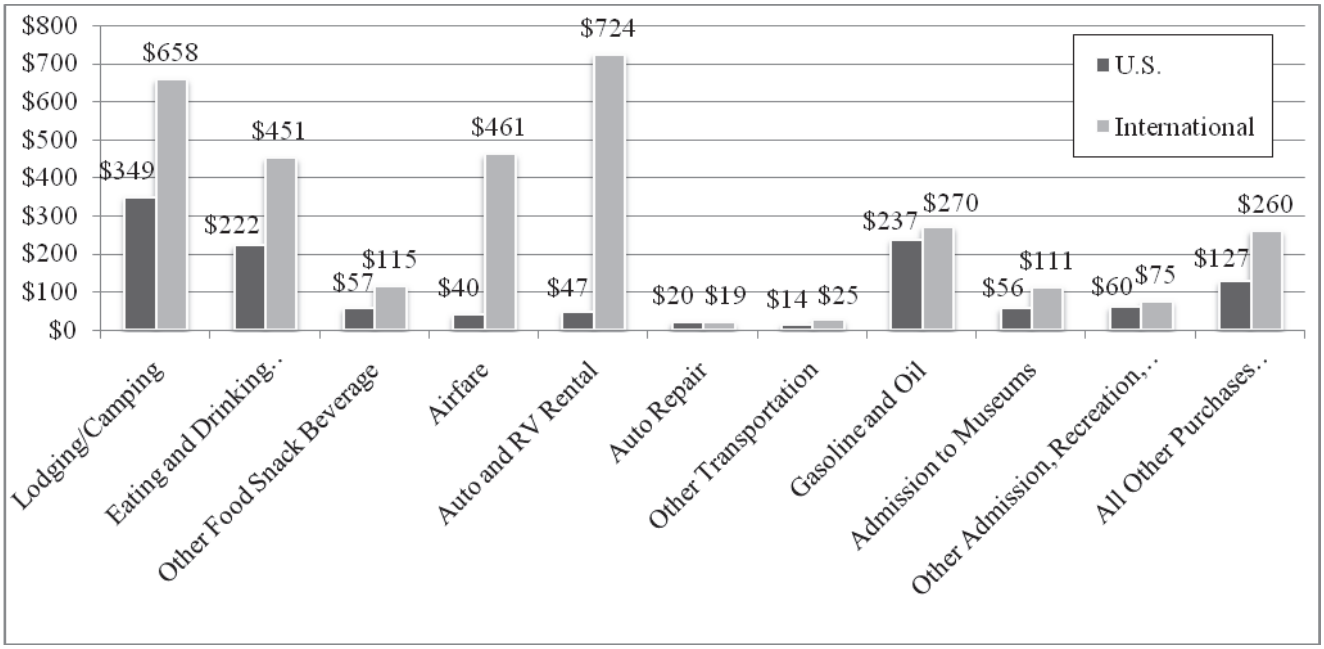
Table 20 Mean Number of Adults and Children in Travel Party (n corrected by total unique respondents)

	n	Adults	Children
U.S.	3,497	2.8	0.2
International	636	4.0	0.2

The number of adults per travel party differed significantly. International travel parties reported an average of 4.0 adults, while travel parties listing U.S. addresses averaged 2.8 adults (Table 20). There was no significant difference between the subgroups with regard to the number of children in the travel party – both were minimal.

Question 9: Please estimate how much you plan to spend on the following categories during your trip on Route 66. (please enter zero if no spending)
Lodging/camping; Eating and drinking; Other food/snack/beverage purchases; Airfare; Auto and RV rental; Auto repair; Other transportation; Gasoline and oil; Admission to museums/historical sites/parks; Other admissions, recreation, etc.; All other purchases

Figure 4 Route 66 Mean Spending by Subgroup (n corrected at 1 answer threshold)



n=3123 (U.S.), 543 (International)

In terms of spending (Figure 4), U.S. travelers were significantly outspent by international travelers in almost every category surveyed. This resembles the earlier observation of the higher spending by non-route versus route-based travelers. At the one-answer expenditure category threshold, total spending by international travelers averaged $3,167, while domestic travelers averaged $1,229. Differences were significant in all categories except "other transportation" and those pertaining to what could be considered the unavoidable incidentals of a road trip—namely, auto repair, gasoline, and oil. Understandably, the biggest differences were found in the categories of airfare and auto-rental, since international travelers had a greater need to fly in and rent a car to partake in a Mother Road trip. International travelers also spent roughly twice as much as U.S. travelers on eating and drink establishments, snacks, museum admissions, and all other purchases (souvenirs, etc).

The U.S. versus international Route 66 spending differences are stark, although a number of explanatory factors may be at play. One consideration is that international travel parties averaged four (money spending) adults to just three amongst U.S. travel parties (see Question 8, Table 20). International travelers were also far more likely to be making their first (and perhaps only) trip along the route (see Question 7; Table 19), which may have induced them to squeeze in as much activity (and spending) as possible. Recall, that international travelers also tended to take longer trips (see Question 2, Table 14). Furthermore, international travelers were also less likely to be conducting business or visiting friends or relatives, which may provide money-saving perks like free meals or lodging (see Question 10, Table 21). An additional possible explanation is that international travelers were more diligent in completing the questionnaire, given their additional time on the road. Moreover, the sample size for the international subgroup was only about one-sixth the size of that the domestic group, so realistically speaking, all cardinal comparisons may be somewhat overstated.

Question 10: In your Route 66 travel, what percentage of your overnight stays occurs in the categories shown below? (Total should add to 100%)
Hotel/Motel/B&B; Condo or time share; Friends'/relatives' homes; RV or tent; Other

Table 21 Mean Share of Overnight Accommodation

	n	Hotel/Motel/ B&B	Condo/Time Share	Friends'/ Relatives' Homes	RV or Tent	Other
U.S.	3,222	70.1%	1.3%	9.6%	13.2%	4.3%
International	601	89.4%	0.2%	1.3%	8.3%	0.6%

Totals other than 100 reflect inconsistency in survey responses

International travelers spent a significantly higher percentage of their overnight stays in hotels/motels and B&Bs (89.4 percent versus 70.1 percent) and significantly less in all other categories (Table 21). This set of findings generally parallels the equivalent comparing non-route and route-state travelers. The exception is the answer "RV or tent," for which non-route state visitors edged out state-route travelers. The fact that using an RV or tent is a less likely option for inter-

national travelers may be due to the predilection of U.S. based travelers to be touring for purposes other than the route. Furthermore, camping in an RV or tent requires more equipment than staying in a hotel or motel, which might be a barrier for travelers flying in from overseas.

Question 11: In your Route 66 travel, please indicate if you engaged in the activities shown below. (Please mark all that apply)
National/State parks; Outdoor activities; Historic Places/Museums; Notable places/landmarks; Cultural events/festivals; Roadside attractions; Shopping; Theme/amusement parks; Nightlife/dancing; Golf/tennis/skiing; Sports event; Gambling

Table 22 Route 66 Travel Activities

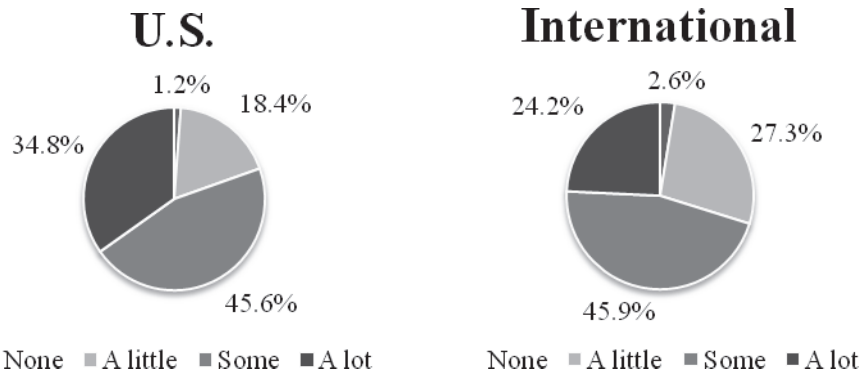
	n	National/State parks	Outdoor Activities	Shopping	Nightlife/ dancing
U.S.	3,433	65.9%	42.3%	60.7%	7.1%
International	624	82.5%	29.2%	74.7%	14.4%

Only categories of significant difference are shown

Of the twelve categories of travel activities presented in Question 11, domestic and international travelers differed significantly in just four (Table 22). International travelers reported visiting National/State Parks in greater numbers (82.5 percent to 65.9 percent). Curiously, there seems to be little connection between visiting parks and participating in outdoor activities – an event in which fewer international travelers reported engaging (29.2 percent to 42.3 percent). It also did not lead to international travelers having greater shares of their stays in camping-type experiences, as noted in the preceding paragraph and in Table 21. International travelers were also more likely to report engaging in shopping and nightlife/dancing than were domestic travelers (Table 22).

Question 13: How much do you know about the historical significance of "Route 66"?
None; A little; Some; A lot

Figure 5 Knowledge of Historical Significance of Route 66



n=3,485 (U.S.), 627 (International)

The domestic versus international subgroups exhibited differences with regard to stated knowledge of the Mother Road (Figure 5). Perhaps surprisingly, those differences were not huge. As shown in Figure 5, only a tiny sliver of either group confessed to knowing "none" about the historical significance of the Mother Road, and coincidentally roughly 46 percent of both groups indicated they knew "some." U.S. travelers did, however, indicate they knew "a lot" in larger numbers (34.8 percent versus 24.2 percent), whereas international travelers were more likely to indicate they knew only "a little" (27.3 percent versus 18.4 percent).

Question 14: How big of a factor was the historical significance of Route 66 in your trip planning? (please mark one):
None; A little; Some; A lot

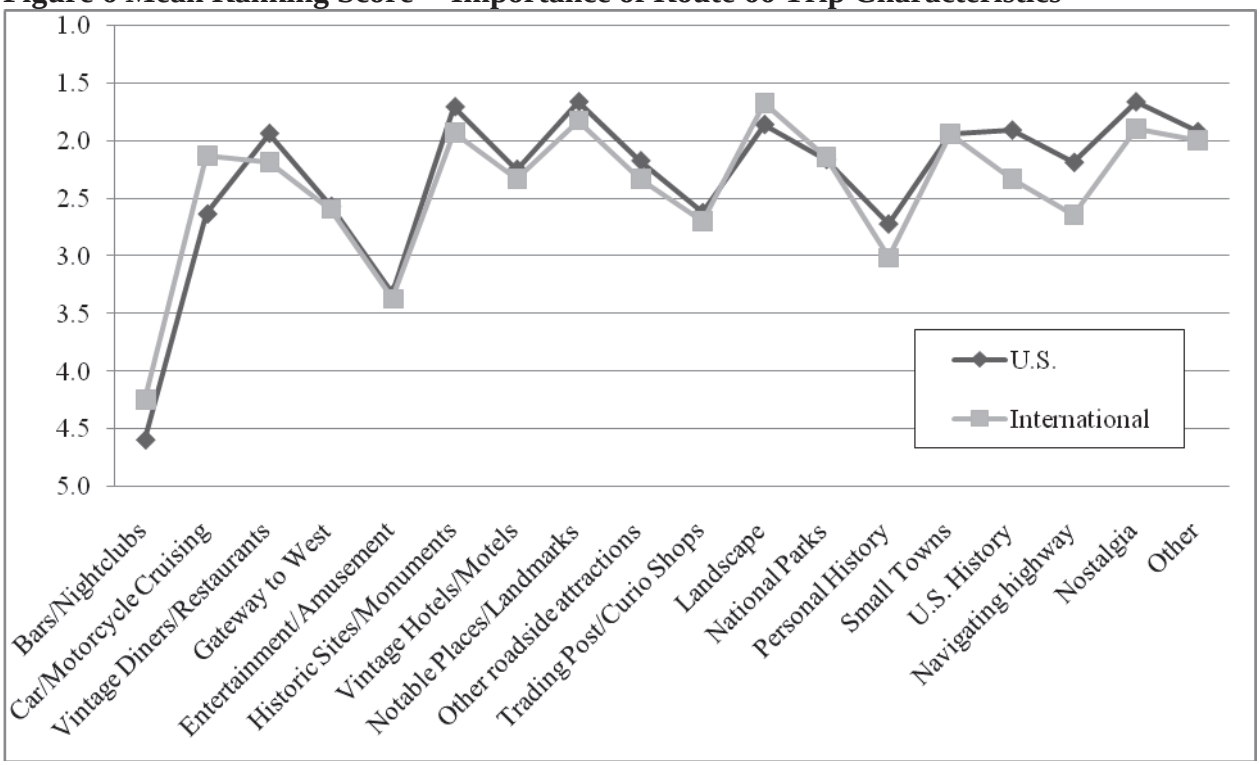
Table 23 Route 66 Importance in Trip Planning

	n	None	A Little	Some	A Lot
U.S.	3,488	11.2%	13.9%	27.3%	47.6%
International	630	6.0%	15.4%	26.2%	52.4%

Reponses to Question 14 (Table 23) showed only slight difference between domestic versus international subgroups. The differences observed are largely unremarkable other than the finding that domestic travelers are somewhat more likely (11.2 percent versus 6.0 percent) to indicate that the historical significance of the route was not a factor in their trip planning, which comports with expectations set by the results of Question 6 (see Table 17).

Question 15: Please rank the importance of the following characteristics of "Route 66" by circling the number that best applies. (1= "Most Important," 5= "Least Important)
Bars/Nightclubs; Cars/Motorcycle Cruising; Vintage Diners/Restaurants; Gateway to West; Entertainment/Amusement; Historic Sites/Monuments; Vintage Hotels/Motels; Notable Places/Landmarks; Other roadside attractions; Trading Post/Curio Shops; Landscape; National Parks; Personal History; Small Towns; U.S. History; Navigating highway; Nostalgia; Other

Figure 6 Mean Ranking Score -- Importance of Route 66 Trip Characteristics



n varies by category; Scale is from 5 "Least Important" to 1 "Most Important"

The domestic versus international subgroups differed in 11 of the 18 Route 66 characteristics categories (Figure 6). International travelers gave higher marks only to bars/nightclubs, car/motorcycle cruising, and landscape. Other than those three Route 66 characteristics, U.S. travelers recorded somewhat higher scores in every category – especially navigating highway (and not surprisingly) personal history, U.S. history, and nostalgia.

Question 19: Have you visited other destinations noted for "Americana" (please mark one):

Table 24 Visitation to other "Americana"

	n	Yes	No
U.S.	569	63.4%	36.6%
International	3,106	49.2%	50.8%

While the domestic versus international subgroups differed significantly in answering Question 19 regarding visitation to other destinations noted for "Americana" (Table 24), the responses were not as far apart as one might expect. Almost two-thirds of domestic travelers reported having previously visited other sites noted for "Americana" compared to roughly half of international travelers reported the same (Table 24). Considering that Route 66 is itself a prime example of "Americana" and 95 percent of international respondents declared that traveling the route was an objective of their trip (see Question 6,Table 17), then simply taking a Mother Road trip can be viewed as a tacit expression of interest in "Americana." Accordingly, it is perhaps less surprising

that such a high percentage of the international subgroup had previously visited other "Americana".

ROUTE 66 TOURISTS: "FIRST TIMERS" VS REPEAT TRAVELERS

Traveler Profile

Using answers from Question 7, which focused on prior experience travelling Route 66, two subpopulations of respondents were derived. Respondents were bifurcated into two groups: those (1,242) indicating they were making their first trip along the route and those (1,592) who indicated they had made prior trips. Because of the construction of question 7, the 493 respondents who noted that the Route was not a primary factor were excluded out of necessity. Therefore it would seem, in effect, that there are two levels of selection in parsing out the subgroups – which would make the subgroups "first timers *for whom Route 66 is a primary objective*" and "repeat travelers *whom Route 66 is a primary objective.*" However, a comparison of first-time and repeat subgroups against Question 6 "Route 66 Trip Objective" (see below) shows the responses to the two questions are not as closely linked as they appear. Therefore, the subgroups considered here can be considered simply "first timers" and "repeat travelers," without a strong bias toward travelers for whom Route 66 is a primary trip objective.

As shown in Table 25, first-time and repeat travelers differed in a few notable regards. As a group, repeat travelers were older and also tended more often to be males. Repeat travelers were also more likely to be retired and more likely to be married.

Table 25 Traveler Socioeconomic Characteristics

#	Question:	First-Time	Repeat
21	**Average Household Size**	(n=1,223)	(n=1,578)
	Median	2.36	2.28
	Mean	2.00	2.00
22	**Gender**	(n=1,218)	(n=1,592)
	Male	53.4%	60.2%
	Female	46.6%	39.8%
23	**Age**	(n=1,227)	(n=1,580)
	Median (group)	50-59	60-69
24	**Education**	(n=1,196)	(n=1,556)
	Median (group)	College Graduate	College Graduate
	Mode	Graduate Work/Degree	Some College
25	**Occupation**	(n=1,180)	(n=1,517)
	1st (percent)	Management and Professional (39.7%)	Retired (44.4%)
	2nd (percent)	Retired (36.8%)	Management and Professional (31.2%)
	3rd (percent)	Service (8.9%)	Service (7.6%)

26	**Income**	(n=1,109)	(n=1,450)
	Median (group)	50-75K	50-75K
27	**Marital Status**	(n=1,216)	(n=1,568)
	Mode	Married (67.4%)	Married (71.7%)
28	**Hispanic**	(n=1,217)	(n=1,554)
	Percentage	4.4%	3.4%
29	**Race**	(n=1,181)	(n=1,513)
	American Indian	0.9%	5.4%
	Asian	1.2%	0.7%
	Black or African American	0.8%	0.8%
	White	97.9%	96.1%
	Other	0.7%	0.7%

Question 1: Where do you currently live?

Table 26 Place of Residence

	n	Route State	Non-route State	Overseas
First -Time	1,238	34.4%	36.4%	29.2%
Repeat	1,588	68.2%	26.0%	5.8%

First-timers and repeat travelers were significantly different from each other with regard to place of residence (Table 26). First-timers indicated they lived in route states, non-route states, and in another country in roughly equal proportions. In contrast, more than two-thirds of repeat travelers hailed from route states, and only 5.8 percent came from another country. Clearly, time and space tend to pose barriers to repeat tourism business along the route. Probing conversations with non-route state and international visitors might be helpful in getting insights into how these factors might be overcome.

Question 2: How long you will you be traveling (number of days)?
Travel Along Route 66 ____ Days; Total trip: Route 66 and other locations ____ Days

Table 27 Mean Trip Duration

	Route 66			66 and Other		
	n	**Mean**	**Median**	**n**	**Mean**	**Median**
First-Time	1,158	10.3	8	1,074	17.8	14
Repeat	1,433	12.7	4	1,265	21.7	10

As shown in Table 27, first-time and repeat travelers averaged similar trip durations along Route 66. Repeat travelers reported longer trip durations overall, averaging 21.7 days, as compared to 17.8 days among first timers.

Question 3: How many days will you be traveling along Route 66 in each of the following states? Arizona, California, Illinois, Kansas, Missouri, New Mexico, Oklahoma, Texas, Total

Table 28 Mean Route 66 Travel Days by State (n corrected by total unique respondents)

	n	AZ	CA	IL	KS	MO	NM	OK	TX
First-Time	1,164	2.1	1.4	1.3	0.5	1.2	1.6	1.7	1.1
Repeat	1,493	3.6	1.7	1.8	0.6	1.6	1.4	3.5	1.1

First-time and repeat travelers indicated similar trip distributions by state (Table 28), with the exception of Arizona and Oklahoma – in which repeat travelers were likely to spend significantly more time (3.6 to 2.1 days in Arizona, and 3.5 to 1.7 days in Oklahoma).

Question 5: What is the purpose of your travel along Route 66? (please mark all that apply) Vacation (or leisure);Visit friends/relatives; Business; Combination of vacation, visit, and/or business; Other

Table 29 Route 66 Travel Purpose

	n	Vacation or Leisure	Visit Friends/Relatives	Business	Combination	Other
First-Time	1,239	88.4%	14.0%	1.5%	9.1%	4.2%
Repeat	1,588	71.5%	24.7%	6.4%	20.0%	8.1%

The subgroups were significantly different with regard to Route 66 travel purpose: repeat travelers were less likely to be traveling for vacation or leisure (71.5 percent versus 88.4 percent), and more likely to be traveling for any of the other purposes presented by the question (Table 29).

Question 6: Is your travel along Route 66 (please mark one):
Your primary travel objective/destination; One of several travel objectives/destinations; Not a planned objective/destination

Table 30 Route 66 as Trip Objective

	n	Primary	One of Several	Not
First-Time	1,221	66.1%	29.2%	4.8%
Repeat	1,570	47.2%	43.7%	9.1%

The subgroups answered significantly different with regard to primacy of the route as a trip objective. The responses to Question 6 are curious, however. In Question 7, from which the subgroups are derived, it is specified *if travel along Route 66 is your primary objective/destination.* Therefore, the expectation should be that 100 percent of both groups would indicate the Route as a primary objective in Question 6 as well; however only two-thirds of first-time travelers and less than half of repeat travelers did so (Table 30).

There is clearly an issue of inconsistency in respondents' answers to Questions 6 and 7. Returning to the full data set (see Chapter 3), 1,586 respondents indicated that the Route is a primary objective in Question 6, however a full 3,327 then went on to answer Question 7, where only 493 indicated that the Route was *not* a primary objective. Therefore, Question 7 implies that the Mother Road was a primary objective for 2,834 respondents (3,327 less 493), a far larger proportion than was indicated by Question 6. Primacy of the Route in travel planning (Question 6) is an issue largely separate from number of trips taken (Question 7), and the results of the analysis suggest that many respondents chose to ignore the proviso in Question 7 stipulating that *only* those for whom the Mother Road is a primary objective should answer.

Question 8: Including yourself, how many adults and children are in your immediate travel party?
____ Adults; ____ Children (under 18 years of age)

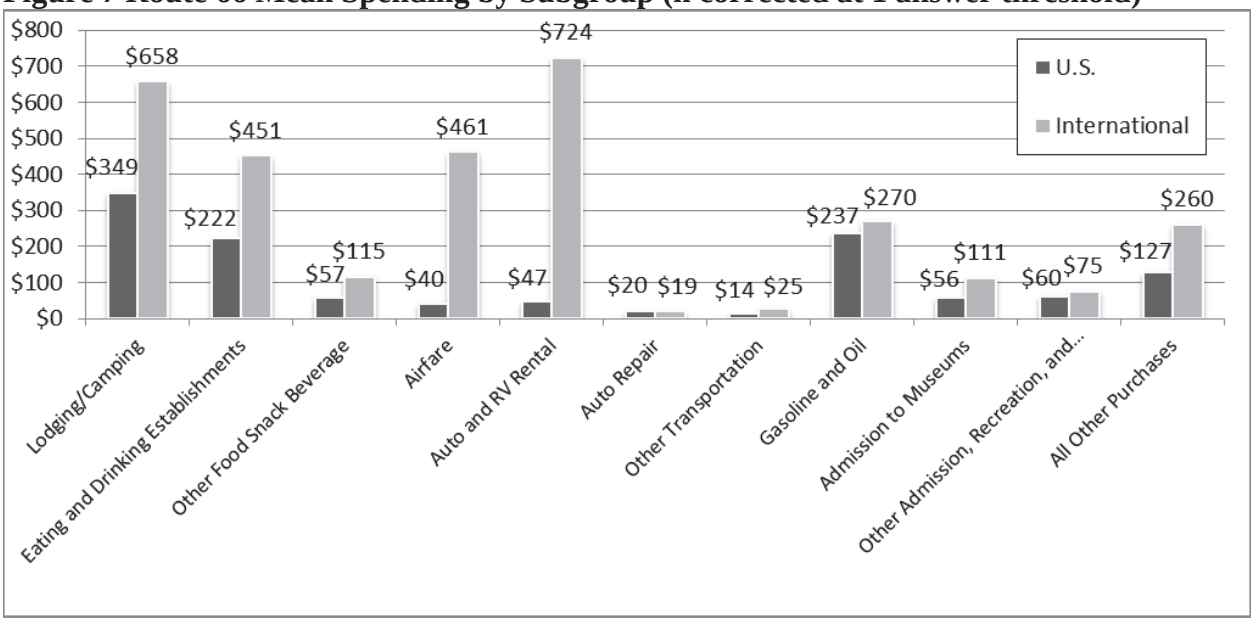
Table 31 Mean Adults and Children in Travel Party (N corrected by total unique respondents)

	n	Adults	Children
First-Time	1,239	3.5	0.2
Repeat	1,581	2.9	0.2

Parties of first-time travelers averaged significantly more adults than did parties of repeat travelers (3.5 to 2.9). Both groups also contained on average roughly 0.2 children (Table 31).

Question 9: Please estimate how much you plan to spend on the following categories during your trip on Route 66. (please enter zero if no spending)
Lodging/camping; Eating and drinking; Other food/snack/beverage purchases; Airfare; Auto and RV rental; Auto repair; Other transportation; Gasoline and oil; Admission to museums/historical sites/parks; Other admissions, recreation, etc.; All other purchases

Figure 7 Route 66 Mean Spending by Subgroup (n corrected at 1 answer threshold)



n= 1,066 (Firs-time), 1,421 (Repeat)

First-time travelers outspent repeat travelers in every category except "other admissions, recreation and entertainment" where repeat travelers average spending was a scant three dollars higher – $72 versus $69 (Figure 7). Total spending averaged $2,300 for the first-time subgroup, as compared to $1,394 for the repeat subgroup. The only categories of relative parity were auto repair, and "other admissions, recreation and entertainment." As the results of Questions 1 and 5 showed, repeat travelers were more likely to hail from Route states and more likely to be conducting business or visiting friends – factors which could present cost-saving opportunities, such as free room and board as evidenced below (Question 10,Table 32). The experience of repeat travelers may also enable them to be savvier in packing necessities and finding ways to save along the way.

Question 10: In your Route 66 travel, what percentage of your overnight stays occurs in the categories shown below? (Total should add to 100%)
Hotel/Motel/B&B; Condo or time share; Friends'/relatives' homes; RV or tent; Other

Table 32 Route 66 Overnight Accommodations

	N	Hotel/Motel B&B	Condo/ Time Share	Friends'/Relatives' Homes	RV or Tent	Other
First-Time	1,176	83.7%	0.5%	3.9%	9.7%	1.4%
Repeat	1,453	69.6%	1.2%	11.4%	11.7%	4.6%

Totals other than 100 percent reflect inconsistency in survey responses

First-time travelers spent a significantly greater share of their overnight stays in hotels, motels, and bed and breakfasts than did repeat travelers (83.7 to 69.6 percent). Repeat travelers, mean-

while, spent a higher percentage of their stays at the homes of friends and relatives and in other accommodations (Table 32).

Question 11: In your Route 66 travel, please indicate if you engaged in the activities shown below. (Please mark all that apply)
National/State parks; Outdoor activities; Historic Places/Museums; Notable places/landmarks; Cultural events/festivals; Roadside attractions; Shopping; Theme/amusement parks; Nightlife/dancing; Golf/tennis/skiing; Sports event; Gambling

Table 33 Route 66 Travel Activities

	N	National/ state parks	Outdoor activities	Notable places, landmarks	Cultural events, festivals	Roadside attractions	Golf, tennis, skiing
First-Time	1,225	76.7%	35.8%	86.8%	21.2%	89.0%	0.7%
Repeat	1,558	66.1%	44.0%	80.9%	31.6%	83.6%	3.0%

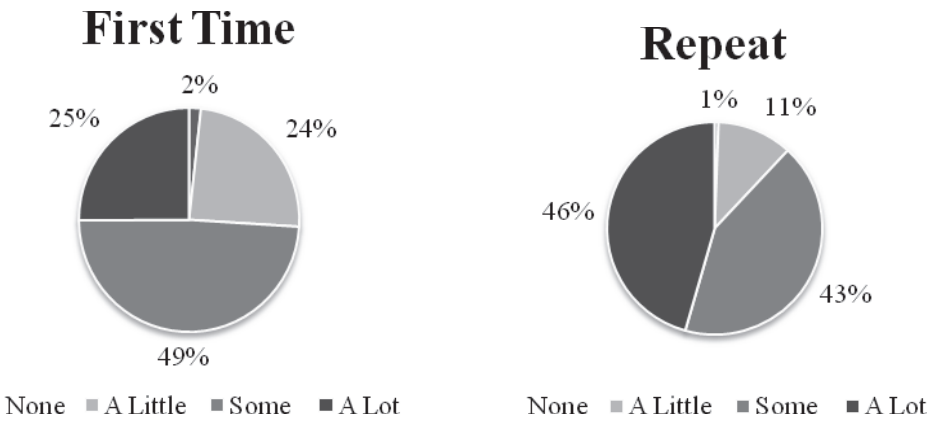
Only categories of significant difference are shown

The first-time versus repeat traveler subgroups differed notably in half of the twelve Route 66 travel activity categories (Table 33), however none of the differences are particularly dramatic. More than three-quarters of first-time travelers reported visiting National or State Parks, as compared to roughly two-thirds of repeat travelers. Similarly, a higher percentage of first-time travelers reported visiting notable places and landmarks and roadside attractions than did repeat travelers. A higher percentage of repeat travelers engaged in activities like outdoor activities, cultural events and festivals, and golf, tennis, and skiing. Put simply, the general pattern is that first-time travelers were more likely to visit places, whereas repeat travelers were more likely to do things, but the subgroups are not drastically different from each other in this regard.

Question 13: How much do you know about the historical significance of "Route 66"?

None; A little; Some; A lot

Figure 8 Knowledge of Historical Significance of Route 66



n=1,220 (First-Time), 1,582 (Repeat)

The first-time versus repeat traveler subgroups were significantly different with regard to respondents' stated knowledge of the historical significance of the Mother Road. While there was not much difference in the shares of respondents indicating they knew "some" about the Route, the two groups are dramatically different with regard to respondents who knew "a little" and "a lot" (Figure 8). Percentagewise, more than twice as many first timers indicated they knew only a little, while almost twice as many repeat travelers indicated they knew a lot. This differential is, of course, quite natural.

Question 14: How big of a factor was the historical significance of Route 66 in your trip planning? (please mark one):
None; A little; Some; A lot

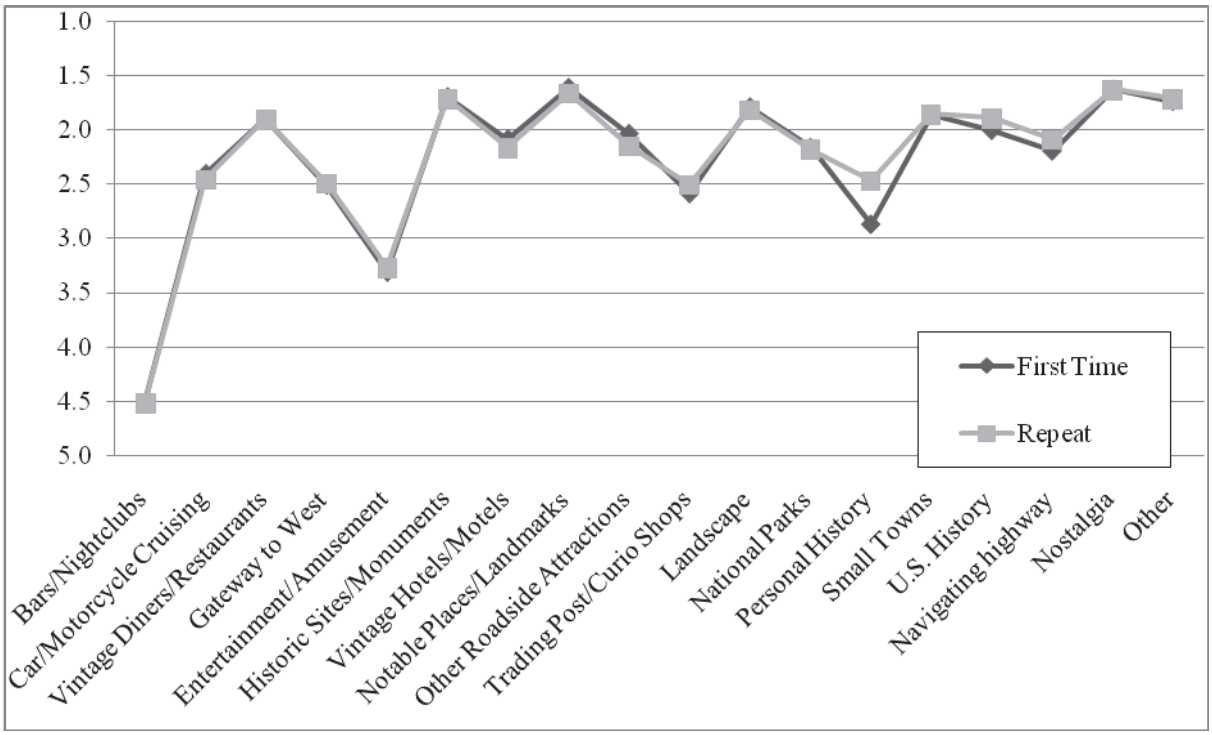
Table 34 Route 66 Significance in Trip Planning

	n	None	A Little	Some	A Lot
First-Time	1,230	3.3%	9.2%	23.3%	64.2%
Repeat	1,581	7.1%	11.4%	27.3%	54.3%

While question 13 shows differences with regard to knowledge of the historical significance of the route, question 14 shows that the first-time and repeat subgroups were very similar in terms of the significance of Route 66 in trip planning; for nearly all, Route 66 was important to such planning (Table 34).

Question 15: Please rank the importance of the following characteristics of "Route 66" by circling the number that best applies. (1= "Most Important," 5= "Least Important) Bars/Nightclubs; Cars/Motorcycle Cruising; Vintage Diners/Restaurants; Gateway to West; Entertainment/Amusement; Historic Sites/Monuments; Vintage Hotels/Motels; Notable Places/Landmarks; Other roadside attractions; Trading Post/Curio Shops; Landscape; National Parks; Personal History; Small Towns; U.S. History; Navigating highway; Nostalgia; Other

Figure 9 Mean Ranking Score – Route 66 Characteristics



n varies by category; Scale is from 5 "Least Important" to 1 "Most Important"

First-time and repeat travelers were remarkably similar in their ranking of importance of Route 66 trip characteristics (Figure 9). For many categories, the mean scores are virtually identical. There were four categories that exhibited some differences, however. First-time travelers ranked "other roadside attractions" slightly higher than did repeat travelers (2.1 to 2.0). Repeat travelers gave more importance to personal history (2.9 to 2.5), U.S. history (2.0 to 1.9), and navigating highways (2.2 to 2.1). Response rates are similar, with over 90 percent of each group that answered any part also answering all the other parts – except the category "other" for which only 12 percent of first-time and 15 percent of repeat travelers indicated a score. The median scores of the subgroups were identical for all categories.

Question 19: Have you visited other destinations noted for "Americana" (please mark one): Yes, No

Table 35 Visitation to other "Americana"

	N	Yes	No
First-Time	1,108	51.4%	48.6%
Repeat	1,406	67.2%	32.8%

The subgroups exhibited differences with regard to visiting other destinations noted for "Americana" – roughly two-thirds (67.2 percent) of repeat travelers had done so, as compared to about half (51.4 percent) of first time travelers (Table 35).

CHAPTER 3 SURVEY
Facsimile of Route 66 Traveler Survey

Route 66

Travel Survey

RUTGERS
Edward J. Bloustein School
of Planning and Public Policy

CUPR
The Center for Urban Policy Research

Rutgers University is conducting a study in cooperation with the National Park Service's Route 66 Corridor Preservation Program on the profile and economic impacts of Route 66 travel. Your participation in this study will help economic development professionals better understand the impact of Route 66 travel. To that end, we would appreciate your spending a few minutes completing the following questionnaire.

This research is anonymous.

Anonymous means that no information that could identify you will be linked with your responses

I. CURRENT RESIDENCE

1. Where do you currently live?

a. United States

City____________ State ______ Zip _________

b. Outside United States

Country__________ Postal Code____________

II. TRAVEL CHARACTERISTICS

Please give us a few details about your travel.

2. How long will you be traveling (number of days)?

a. Travel along Route 66 _____ Days

b. Total trip: Route 66 and other locations _____Days

3. How many days will you be traveling along Route 66 in each of the following states?

State	Travel Days
a. Arizona	
b. California	
c. Illinois	
d. Kansas	
e. Missouri	
f. New Mexico	
g. Oklahoma	
h. Texas	
Total	

4. Which direction are you traveling along Route 66?
(Please mark one)

: HVWWRZDUGV&DOLIRUQLD

(DVWWRZDUGV,OOLQRLV

5. What is the purpose of your travel along Route 66?

(Please mark all that apply)

9DFDWLRQ RUOHLVXUH

9LVLWIULHQGVUHODWLYHV

%XVLQHVV

&RPELQDWLRQRI YDFDWLRQ YLVLWDQG RUEXVLQHVV

2 WKHU

6. Is your travel along Route 66 *(please mark one)*:

<RXUSULPDU\WUDYHORUREMHFWLYHGHVWLQDWLRQ

2 QHRIVHYHUDOWUDYHORUREMHFWLYHVGHVWLQDWLRQV

1 RWDSODQQHGRUREMHFWLYHGHVWLQDWLRQ

7. If travel along Route 66 is your primary travel objective/destination, is this your first such trip? *(please mark one)*:

<HV fiUVWWULS

1 RKDYHGRQH WULSV

1 RKDYHGRQH RUP RUHWULSV

1 RWDSULPDU\I DFWRU

8. Including yourself, how many adults and children are in your immediate travel party?

______ Adults

BBBBBB&KLOGUHQ XQGHUH DJRIDJH

9. Please estimate how much you plan to spend on the following categories during your trip on Route 66. *(Please enter zero if no spending)*

Category	
a. Lodging/camping	
b. Eating and drinking establishments	
c. Other food/snack/beverage purchases	
d. Airfare	
e. Auto and RV rental	
f. Auto repair	
g. Other transportation (taxi, train, etc.)	
h. Gasoline and oil (auto, RV, boat, etc.)	
i. Admission to museums/historical sites/parks	
j. Other admissions, recreation and entertainment, including gaming	
k. All other purchases (souvenirs, film, books, gifts, clothing, etc.)	

10. In your Route 66 travel, what percentage of your overnight stays occurs in the categories shown below? *(Total should add to 100%.)*

Category	%
a. Hotel/Motel/B&B	
b. Condo or time share	
c. Friends'/relatives' homes	
d. RV or tent	
e. Other	
TOTAL:	

11. In your Route 66 travel, please indicate if you engaged in the activities shown below.

(Please mark all that apply.)

1 DWLRQDO VWDWH SDUNV
2 XWGRRU DFWLYLWLHV
+ LVWRULFDO SODFHV P XVHXP V
1 RWDEOH SODFHV ODQGP DUNV
& XOWXUDO HYHQWV IHVWLYDOV
5 RDGVLGH DWWUDFWLRQV
6 KRSSLQJ
7 KHP H DP XVHP HQW SDUN
1 LJKWOLIH GDQFLQJ
* ROI WHQQLV VNLLQJ
6 SRUWV HYHQW
* DP EOLQJ

III. ADDITIONAL QUESTIONS

12. What images, attractions, or thoughts come to your mind when you hear "Route 66"?

____

____

13. How much do you know about the historical significance of Route 66? *(please mark one)*:

1 RQH
$ OLWWOH
6 RP H
$ ORW

14. How big of a factor was the historical significance of Route 66 in your trip planning? *(please mark one)*:

1 RQH
$ OLWWOH
6 RP H
$ ORW

15. Please rank the importance of the following characteristics of "Route 66" by circling the number that best applies.

Categories	0 RVW ,P SRUWDQW *1*	*2*	*3*	*4*	/ HDVW ,P SRUWDQW *5*
D%DUV1 LJKWFOXEV					5
E &DU0 RWRUF\ FOH&UXLVLQJ					5
F 9LQWDJH 'LQHUV5 HVWDXUDQWV					5
G* DVZD\ WR: HVW					5
H (QWHUWDLQP HQW$P XVHP HQW					5
I + LVWRULF 6LWHV0 RQXP HQWV					5
J 9LQWDJH+ RWHOV0 RWHOV					5
K 1 RWDEOH3 ODFHV/ DQGP DUNV					5
i. Other roadside attractions					5
M7 UDGLQJ 3RVW&XULR 6KRSV					5
N/ DQGVFDSH					5
O1 DWLRQDO3 DUNV					5
P 3 HUVRQDO+ LVWRU					5
Q6 P DOO7RZQV					5
R8 6 + LVWRU					5
S 1 DYLJDWLQJ KLJKZD\					5
T 1 RVWDOJLD					5
r. Other:___________					5

16. Which of the above (a. – q.) do you consider most important, and what makes it so important?

____

____

____

17. What are the biggest challenges to travel along Route 66?

____

____

____

18. What actions would you recommend to enhance travel along Route 66?

____

____

____

PLEASE TURN THE QUESTIONNAIRE OVER ➡

19. Have you visited other destinations noted for “Americana” *(please mark one)*:

1 R **- Please go to Q21**
<HV

20. Where did you go?

____

____

IV. TRAVELER PROFILE

Please answer the following questions about your background.

21. Including yourself, how many people are in your household? *(Please mark only one.)*

______ oplepe

22. What is your gender? *(Please mark only one.)*

0 DOH
)HP DOH

23. In which age group are you? *(Please check one)*

8 QGHU H DUVRIDJH
±
±
±
±
±
RURYHU

24. What is the highest level of formal education you have completed. *(Please mark only one.)*

+LJKVFKRROHGXFDWLRQRUOHVV
6RPHFROOHJH QRGHJUHH
&ROOHJHGHJUHGXDWH
* UDGXDWHZRUNGHJUHH

25. What best describes your primary occupation? *(Please mark only one)*

0 DQDJHPHQWDQGSURIHVVLRQDO
6HUYLFH
6DOHVDQGRIfiFH
)DUP fiVKLQJDQGIRUHVWU\
&RQVWUXFWLRQDQGH[WUDFWLRQ
0 DLQWHQDQFHDQGUHSDLU
3URGXFWLRQDQGWUDQVSRUWDWLRQ
0 LOLWDU\
5HWLUHG

26. Which category best represents your annual household income? *(Please mark only one)*

8 QGHU
±
±
±
±
±
±
RU P RUH

27. What is your marital status? *(Please mark one.)*

1 HYHUP DUULHG
1 RZ P DUULHG
' LYRUFHGZ LGRZ HGVHSDUDWHG
2 WKHUUHODWLRQVKLS

28. Are you Hispanic/Spanish or Latino?

<HV
1 R

29. What is your race? *(Please mark all that apply)*:

$P HULFDQ,QGLDQRU$ODVNDQ1 DWLYH
$VLDQ
%ODFNRU$IULFDQ$P HULFDQ
: KLWH
2 WKHU VSHFLI\ BBBBBBBBBBBBBBBBBBBBB

Thank you for completing the survey!

Please fold survey and return in the prepaid envelope

,I\ RXKDYHDQ\TXHVWLRQVDERXWKRZ WKHVWXG\ZRUNV\RXFDQ contact :

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CHAPTER 4
MUSEUMS AND ROUTE 66

INTRODUCTION

As noted in Chapter 3, one of the attractions of traveling Route 66 is the variety of museums along the way, many of which are one-of-a-kind. The museums and other cultural attractions on or near the Mother Road, hereinafter termed "Route 66 museums," thus underlie, at least partially, the Route 66 traveler spending that was documented in the last chapter. Further, the budgets of the Route 66 museums themselves yet further contribute to the economic activity related to the Mother Road. This theme of museums as an institution contributing to economic prosperity is increasingly being recognized and quantified on the national scene, and we replicate that consideration here with respect to the Route 66 museums.

This chapter proceeds as follows. To set the overall framework, we first briefly introduce the concept of museums as economic "pump primers." Next, we overview the variety of Route 66 museums and describe how Rutgers University surveyed a sample of this group. The chapter then reports on the survey findings with respect to the museums' mission, visitation, budget, and other characteristics.

ECONOMIC SIGNIFICANCE OF MUSEUMS

Let us be clear. The driving purpose of museums (and related entities, such as cultural institutions) is the uplift they give to the mind and soul. At the same time, however, museums are important economically, and this monetary contribution is increasingly being appreciated and documented. We give a flavor of this museum facet by citing a number of illustrative studies.

The *Arts and Economic Prosperity III* report, by the Washington-based Americans for the Arts, gathered information from 156 study regions, with data collected from 6,080 nonprofit arts and culture organizations and 94,478 of their attendees from all states in the United States and the District of Columbia.[167] Its major findings follow:

> As of 2005, [the] nonprofit arts and culture industry generates $166.2 billion in economic activity annually—a 24 percent increase in just the past five years. This spending supports 5.7 million full-time jobs throughout the United States—an increase of 850,000 jobs since 2002. The residential household income generated from this industry equals $104.2 billion. Local government revenues are $7.9 billion and state government revenues are $9.1 billion, while federal income tax revenues are $12.6 billion.[168]

[167] Americans for the Arts, *Arts and Economic Prosperity*, 2007, 1
[168] Americans for the Arts, *Arts and Economic Prosperity*, 2007, 1-3

Given the statistics listed above, museums play a very important role in the national economy. They are also important to state economics: to illustrate, a 2007 report titled *Economic Impacts of Historic Preservation Activity in Nebraska*, by the Center for Urban Policy Research (CUPR) at Rutgers University, concludes that historic museum visitation contributed to the Nebraska economy. Within Nebraska, $19.25 million of historic museum site operating expenditures resulted in a state income of $10.3 million and the generation of $1.7 million in taxes. Historic sites and museums were found by Rutgers to be integral to the tourism industry and, in turn, Nebraska's tourism industry was one of this state's top revenue producers.[169] In short, Nebraska's museums provide a venue to showcase the cultural importance of a specific subject, area, region, and its historic demographics, while also contributing to the economic well-being of the state economy. This also holds true when evaluating the economic impacts of museums on historic Route 66.

ROUTE 66 MUSEUMS AND SURVEY

Rutgers University researchers, working with a small panel of nationally recognized Route 66 experts, identified approximately 450 museums, cultural institutions, and related organizations/sites (hereinafter referred to in a shorthand "museums") that were located on or near Route 66 and that were deemed likely to be of interest to Route 66 travelers—admittedly a judgment call. The group of 450 museums roughly comprised three categories of entities: 1) specific Route 66-themed entities, 2) history museums and collections from historical societies, and 3) special-interest museums and related attractions.

The first group of museums among the 450 total included, as examples, the Mother Road Museum and California Route 66 Museum in Barstow and Victorville, California, respectively; the Route 66 Museum and Route 66 State Park (Visitor Center) in Lebanon and Eureka, Oklahoma, respectively; and the National Route 66 Museum and Oklahoma Route 66 Museum in Elk City and Clinton, Oklahoma, respectively.

Chapter 7 of the current investigation considers among its 20 case studies one of the Route 66-themed museums (in Clinton, Oklahoma). To further convey the "flavor" of this group, we briefly describe one Route 66-themed museum here.

The California Route 66 Museum in Victorville (see Photo 1) "maintains and displays a collection of historic photographs and artifacts related to the history of Route 66 and its communities. The displays include automotive history, cultural and economic impact as well as the development of the highway itself. Exhibitions incorporate corresponding topics such as early pioneer trails and the railroad."[170]

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[169] Center for Urban Policy Research, *Economic Impacts of Historic Preservation Activity in Nebraska Museums*, 2007, 53.

[170] http://califrt66museum.org/

A sample of the Victorville collection of Route 66 maps, road markers, motel neon signs, and vintage gasoline pumps is shown in photos 2-4. Perhaps most unique is this museum's collection of folk art, specifically "Hula Ville," which is described below:[171]

> [Hula Ville] is an example of the unique roadside attractions once found all along the Mother Road. In the mid-1950s Miles Mahan bought a two-and-a-half acre parcel of desert beside Route 66 with his eye on retirement. Miles, a retired carnival worker and poet, had essentially camped beneath the high desert stars without plumbing or electricity. The land was littered with wine bottles thoughtlessly cast aside by transients. Miles decided to hang them on nails driven into fence posts; he called this his "Cactus Garden." He rescued a nine-foot metal sign of a dancing hula girl from the rubble of a demolished restaurant and brought her to his property. When he set her up she towered over 12 feet tall and became a real traffic stopper. Hula Ville was born! Located beside the southbound lanes of I-15 in Hesperia, CA, Hula Ville spread north and south from the centerpiece of his huge and beautiful Joshua Tree.
>
> Over the years, passers-by would donate miscellaneous items to his roadside attraction. Hula Ville became a Route 66 high desert legend. In the spring of 1995, Miles' strength started to fail and he entered a private care home. Miles had no surviving family so within months Hula Ville began to disintegrate. In early 1996 the California Route 66 Museum in Victorville, CA, dismantled the major artifacts and brought them to the museum.

The second and much larger category of museums among the 450 museums list comprises history museums, historical societies, and related sites. Examples include the Abraham Lincoln Presidential Library and Museum, Executive Mansion, and Lincoln Home Visitors Center in Springfield, Illinois; the Jacob Henry Mansion and Joliet Area Historic Museum in Joliet, Illinois; the Arizona Historical Society in Flagstaff, Arizona; the Panhandle-Plains Historical Museum in Canyon, Texas; the Tucumcari Historical Museum in Tucumcari, New Mexico; and the Battle of Carthage site in Carthage, Oklahoma.

California Route 66 Museum in Victorville

Source: Chris M. Richards/CC-BY-SA-NC-ND-3.0

[171] http://califrt66museum.org/exhibits.html

Shea's Museum in Springfield, Illinois

Source:U.S. National Park Service

Chapter 6 and Technical Report, Volume II of the current investigation includes a detailed look at one example of this second category of museums (Joliet Area Historical Society), and to give a further flavor of this group we briefly describe the Cheyenne Cultural Center in Clinton, Oklahoma. Located on Route 66, this one-acre complex is situated on the original Red River allotment of the former Cheyenne-Arapaho Reservation. The center is dedicated to preserving and displaying Cheyenne culture. It features an exhibit area showcasing Cheyenne artists, an open-air portico, and a landscape of plants important to the Cheyenne way of life. The Center houses the Cheyenne Language Institute, including the most comprehensive collection of ortho-graphics and language materials in Oklahoma. The tribal headquarters is near the Center, and by the headquarters is corralled a growing herd of buffalo.

The third group of museums among the 450-member Route 66 Museum list comprises special interest museums and other attractions. Examples include Doc's Soda Fountain/Deck's Pharmacy Museum in Girard, Illinois; the Jesse James Wax Museum in Stanton, Missouri; the National Video and Coin-Op Museum in St. Louis, Missouri; and the Funk Gem Rock and Mineral Museum in Shirley, Illinois. This third category of museums often has a unique character in terms the museums' origins, staffing, and character. An example is the Stanton, Missouri museum about one of America's most famous outlaws:[172]

> Controversy still surrounds the final days of Jesse James. Some folks believe that he was shot dead by Robert Ford in 1882. Others believe that Jesse's murder was a clever hoax, and that he died of old age under an assumed name in Granbury, Texas—in 1951! If that's really what happened, it's good news for the Jesse James Museum, whose entire existence is built around that startling premise. The Museum had its origins with Rudy Turilli, who married into the Meramec` Caverns family and who claimed to have tracked down the elderly Jesse James, still alive, in 1948. Rudy befriended the ancient outlaw and began collecting evidence to prove his theory, and the fruits of that labor were assembled into this Museum, which opened in 1964. It has outlived both Rudy and his wife Francena, and is now owned by a second generation of Turillis. Like their parents, they seem in no way inclined to alter their position.

Photo source: Tammy Green

[172] http://www.roadsideamerica.com/story/2141

In short, the 450 museums are a rich and diverse lot—hence their draw to travelers near and far. To obtain greater knowledge about this resource, Rutgers University conducted a reconnaissance survey. From the 450-member Route 66 Museum list previously described, Rutgers selected a 10 percent sample comprising 45 institutions. Their participation was requested, with their individual responses to be kept confidential. A survey instrument was then developed and sent by mail to this 10 percent sample. The survey consisted of 16 questions divided into four sections: 1) Organizational facility profile, 2) Visitation, 3) Expenditures, and 4) Challenges/Policies. A copy of the survey is appended to this chapter.

Of the initial mailing to 45 institutions, 30 responded, a 66.7 percent return rate. An additional 21 institutions were then selected from the 450-member master list, and a survey was mailed to them. This second-round survey to 21 institutions yielded only 3 responses, a 14.3 percent response rate. In total, the survey was mailed to 66 institutions (45+21) of which 33 (30+3) responded—a 50 percent response rate. Because of the confidential nature of the survey, the list of museums (both those asked and those responding/not responding) are not revealed here, nor are any comments reported that would reveal the identity of the respondents.

This chapter will shortly detail the question-by-question summary responses (not individual institutional responses) to the survey following the four-section organization of this instrument (organizational facility profile, visitation, expenditures, and challenges/policies). It must be realized in reviewing the results that our effort is a first-time reconnaissance look at what surely deserves much more attention: museums on or near the Mother Road. Additionally, to provide a larger context of our reconnaissance findings regarding Route 66 museums, this chapter further presents pertinent information from surveys indicative of museums throughout the United States.

ROUTE 66 MUSEUM FINDINGS – ORGANIZATION/FACILITY PROFILE

Table 4.1 provides a breakdown of organization affiliation. Of the Route 66 museums responding to the Rutgers survey, almost six-tenths (58 percent) of the responding organizations were considered to be private nonprofit entities, while 30 percent were considered to be public government organizations. The remaining 12 percent of respondents categorized their institutions as "other."

Table 4.1: Type of Entity

Type of Entity	Percentage/Share (N=33)
Private – Nonprofit	58%
Public-Government	30%
Other	12%
Total	**100%**

Source: Rutgers Route 66 Museum Survey – Question 3A

On a national level (Table 4.2), according to the Museum Public Finance Survey,[173] which analyzes national museum data between the years 2000 and 2006, approximately seven-tenths (71.3 percent) of the museums in the United States are private nonprofit organizations, while the rest are publicly owned and managed by various levels of government.[174] Thus, the lion's share of both the Route 66 museums and the nationally surveyed museums just described are private, nonprofit organizations rather than government-affiliated entities.

Table 4.2: Governance Structure of Museums in the United States

Type	Percentage (%)
Nonprofit	71.3%
Local Government	10.3%
College or University	8.8%
State Government	6.3%
Federal Government	1.4%
Tribal	1.1%
For-Profit Entity	0.2%
Other	0.6%

Source: Institute of Library and Museum Services, *Exhibiting Public Value: Government Funding for Museums in the United States, Museum Public Finance Survey*, 2008

The mission/subject matter of the Route 66 museums responding to the survey was quite varied. The following example responses to the survey question "What is the nature/ mission of your museum organization?" illustrates this diversity (The responses are edited in places to protect the confidentiality of the respondents):

Question 3b: What is the nature/mission of your museum/organization?

Local and regional history…focused on area history

Rt. 66 memorabilia; vintage auto museum

To celebrate the history of Rt. 66 throughout the country

Restored Rt. 66 gas station museum to serve as a welcome center

Song writer _____.

Interpret the fur trade

Route 66 museum with a farm and "old town museum"

Preservation of custom cars built in the 50's

River and navigation systems

[173] Institute of Museum and Library Services' (IMLS) report, *Exhibiting Public Value: Government Funding for Museums in the United States* (December 2008)
[174] *Exhibiting Public Value*, 2008, 24

Historical artifacts from surrounding area

History of the _____ Tribe

National Guard Armory; travel center; focus on Rt. 66, western heritage, and oil; has event hall and community center

Farm and restaurant with artifacts

Promote interest in Rt. 66; preserve the road

Table 4.3 identifies when the responding Route 66 museums were founded. Only 2 out of the 33 respondents (6 percent) had origins before 1930. Almost nine-tenths (94 percent) of the responding museums were founded after 1930. This is not surprising for at least the Route 66-themed museums, as the initial inception of the Mother Road dates to 1926. Almost one-fifth of the museums are quite contemporary, having been founded after 2000.

Table 4.3: Route 66 Museums' Year of Founding

Year Founded	Percentage/Share (N=33)
Before 1930	6%
1930 - 1970	24%
1971-1990	24%
1991-2000	28%
After 2000	18%
Total	**100%**

Source: Rutgers Route 66 Museum Survey Questions 3C

Table 4.4 shows that about four-tenths (38 percent) of the responding Route 66 museums have less than 50 members, and about six-tenths (59 percent) have less than 100 members. One-tenth (10 percent) have more than 400 members, and about two-fifths (41 percent) have 100 or more members. Clearly, the Route 66 museums have a modest-size membership base (one respondent reported to have no members). The modest membership count may reflect the more transient nature of visitors to some of the museums (visitors that view an annual membership as unnecessary), especially those oriented to the pass-through Route 66 traveler. Yet, there is a silver lining to our modest membership base finding, as concerted future marketing efforts focused toward local residents could potentially increase museum members.

Table 4.4: Number of Members

Number of Members	Percentage/Share (N=29)
0-49	38%
50-99	21%
100-199	21%
200-399	10%
400 or more	10%
Total	**100%**

Source: Rutgers Route 66 Museum Survey Question 3D

ROUTE 66 MUSEUM FINDINGS: VISITATION

Table 4.5 indicates the number of annual visitors. About half (52 percent) of the responding Route 66 museums had annual visitation of 10,000 persons and about one-quarter (24 percent) had annual visitation of 30,000 or more. The median number of visitors was 7,500; therefore, the vast majority of the respondents consist of museums with modest visitation (about a quarter had 3,000 or fewer visitors).

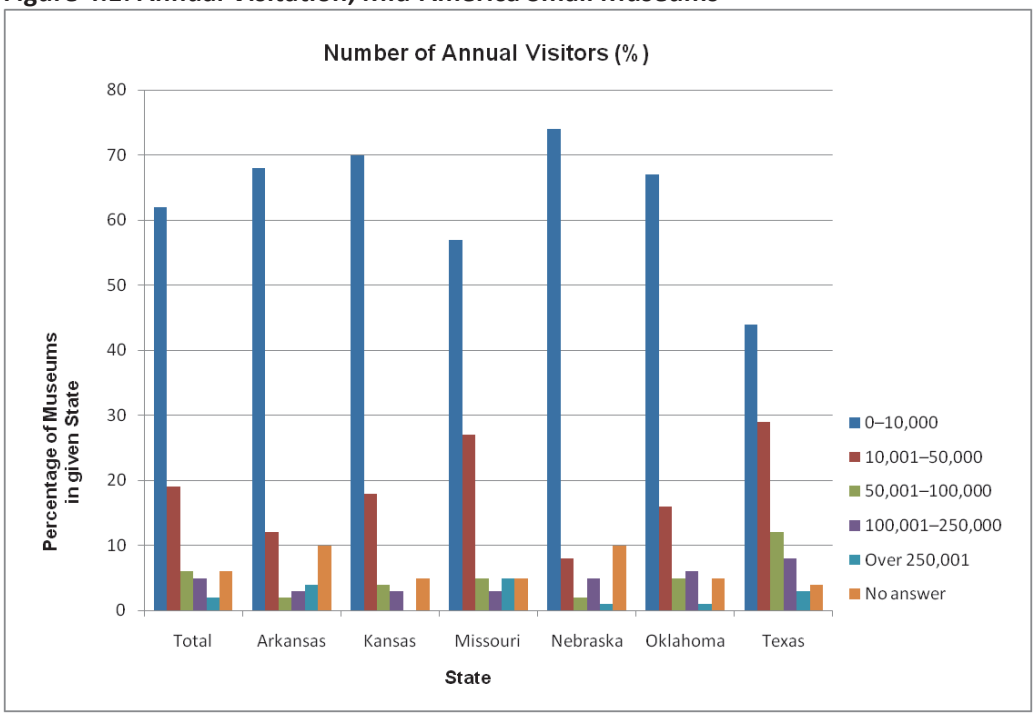
Table 4.5: Number of Annual Visitors

Number of Visitors Annually	Percentage/Share (N=30)
0-3,000	24%
3,001-10,000	28%
10,001-15,000	10%
15,001-30,000	10%
30,001 or more	24%
Total	**100%**

Source: Route 66 Museum Survey Question 4

It is instructive to place the Route 66 visitation profile against that of a regional scale as well as a comparison to national museums. A 2009 report completed by the Mid-America Arts Alliance, entitled *Hidden Assets – Research on Small Museums*, emphasizes the importance and prevalence of smaller, more rurally located museums. Research was gathered from six states: Arkansas, Kansas, Missouri, Nebraska, Oklahoma, and Texas. The information was gathered through surveys, interviews, and site visits. More than 800 surveys were completed, and the final sample consisted of 3,000 institutions. Based on the findings, the bar chart in Figure 4.1 outlines the trends in annual attendance. This report is very consistent with the survey results of the Route 66 museums, for both show that the majority of these museums have annual visitation numbers at 10,000 and under.

Figure 4.1: Annual Visitation, Mid-America Small Museums



Source: Mid-America Arts Alliance, *Hidden Assets, Research on Small Museums*, 2009.

Although the United States has experienced a recent economic downturn, national trends of art and cultural museums do not appear to be drastically affected. A 2010 report entitled *Service Despite Stress: Museum Attendance and Funding in a Year of Recession*, was completed by the American Association of Museums (AAM). The results of this report are based on a survey facilitated online in January 2010, reaching out to approximately 2,300 varied institutions of the AAM. About 500 (481) responses were returned; the margin of error for the entire population of U.S. museums was 4.4 percent. The results of this survey show that in 2009, 57.4 percent of museums had reported an increase in total attendance, and more than a quarter of these museums showed an increase in attendance of between 5 percent and 10 percent. Museums of all types and sizes, in varied locations, saw a similar increase in attendance. Overall, science and technology museums saw the greatest increase, while museums in New England saw the least increase. Based on all museums surveyed in this report, the median attendance in 2009 was 39,282, and adults were the most frequent visitors (*Service Despite Stress*, 2010, 1). Compared with these nationally cited museums surveyed by the AAM, where the median attendance was just shy of 40,000, the median attendance of the Route 66 sample, at 7,500, is on a much more modest scale. This is not an unexpected finding.

Going beyond the total number of visitors, what age groups are attracted to the Route 66 museums? The age-cohort results are shown in Table 4.6. The Route 66 museum survey indicates that the vast majority (76 percent) of annual visitors were adults 19 years and older. About half of the visitors (47 percent) were 19 to 64 years of age, and about three-tenths (29 percent) were seniors (65 years and older). While the younger set visited the Route 66 museums, they comprised a

minority of the attendees. Of the total Route 66 museum visitors, 22 percent were school-age children (5 to 18 years) and there was a minute presence (0.2 percent) of pre-school children (4 years and under).

Table 4.6: Age Cohorts for Route 66 Museum Visitation

Age Cohort	Percentage/Share (N=24)
Preschool children (4 and under)	2%
School-aged children (5 to 18 years)	22%
Adults (19 to 64 years)	47%
Seniors (65+ years)	29%
Total	**100%**

Source: Route 66 Museum Survey Question 5

As these Route 66 attendance trends show that participation of adults age 19 and older is at 76 percent of total attendance numbers, adult arts and cultural participation is highlighted on a national level through the National Endowment for the Arts (NEA). The NEA regularly tracks adult participation in arts and cultural through the Survey of Public Participation in the Arts (SPPA). The most recent survey (2008) collected information from 18,000 adults across the United States.[175] The SPPA was sent to a random sample of households as part of the U.S. Census Bureau's Current Population Survey (CPS). When it comes to visual art museums and historic sites, the SPPA reported that 51 million U.S. adults went to an art museum or art gallery at least once within the 12 months ending in May 2008, which is 23 percent of all adults. According to the 2008 SPPA, approximately 56 million people visited an historic site (which includes historic parks and monuments and tours of historic buildings).[176]

Where do the visitors coming to the Route 66 museums live? Table 4.7 displays the visitor profile by residence and shows just how dependent these museums are on visitors from outside of the immediate county. Eighty-six percent of visitors to these museums were from outside the county where the museum was located. This indicates that these museums have become part of the entire Route 66 tourist experience, focusing their attention on non-local visitors. It is interesting to note the amount of foreign visitors is at 22 percent, which is a relatively large percentage given that the "outside state" and "same state, different county" percentages are not drastically greater than this.

[175] *2008 Survey of Public Participation in the Arts,* 2008,9
[176] *2008 Survey of Public Participation in the Arts,* 2008,25

Table 4.7: Residence of Visitors to Route 66 Museums

Location of Visitors' Residence	Percentage/Share (N=21)
Same county	14%
Same state, different county	26%
Different state	38%
Foreign	22%
Total	**100%**

Source: Route 66 Museum Survey Question 6

To place this in a national perspective, the *Arts and Economic Prosperity III* (Americans for the Arts, 2007) report revealed that nationally, 39 percent of attendees of arts and cultural activities traveled from outside the county in which the event took place (nonlocal) and 61 percent were local (resided inside the county).[177] The sample of Route 66 museums differs greatly from these findings, for it shows that only 14 percent of visitors are from within the same county while the remaining 86 percent are from outside the county.

This national report also revealed that local attendees, who live in the county in which the given arts and cultural activity took place, spent an average of $19.53 per person, in addition to the cost of admission. Nonlocal attendees, those who live outside the county, spent twice this amount, or $40.19 per person."[178] Given these numbers, it is in the best interest of these Route 66 museums to continue to focus their attention on attracting nonlocal attendees in an effort to boost local economies, while at the same time bolstering local interest and attendance.

ROUTE 66 SURVEY FINDINGS: EXPENDITURES

What is the annual budget of the Route 66 museums? Table 4.8 shows this by spending categories, from $0-10,000 upward. It indicates that the percentages of each annual budget category of the Route 66 sample are fairly close to each other, indicating a somewhat equal distribution of museums among these budget categories. Out of a total of 20 responses, the average budget is $187,602, while the median is $61,500. Due to the fact that the average and median are not numerically close to each other, this indicates a skewed distribution with a few very large budgets dominating the results. Table 4.9 further underscores the modest budgetary scale of the Route 66 museums, with four-tenths operating with annual outlays of $30,000 and under; roughly seven-tenths have a budget of $100,000 or less. What is the budget of the full universe of the 450 Route 66 museums? Rutgers conservatively estimates that at $27 million (450 total institutions multiplied by an approximate $61,000 median budget apiece).

[177] *Arts and Economic Prosperity III*, 2007, 10
[178] Ibid

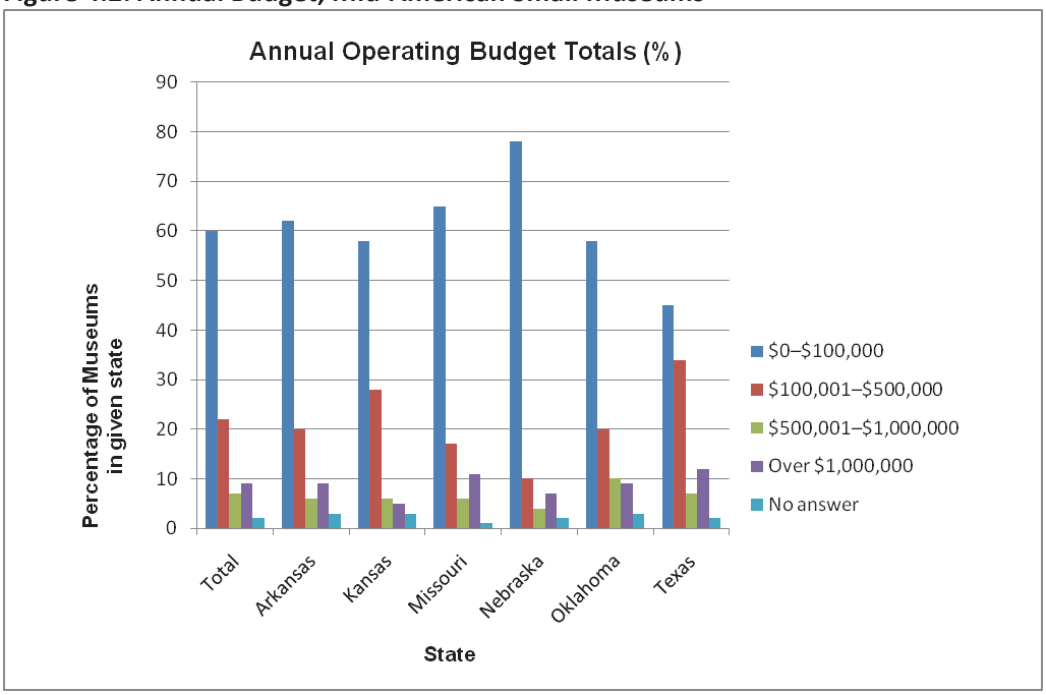
Table 4.8: Annual Budget, Route 66 Museums

Annual Budget	Percentage/Share (N=20)
$0-$10,000	25%
$10,001-$30,000	15%
$30,001-$75,000	20%
$75,001-$150,000	20%
Over $150,000	20%
	100%

Source: Route 66 Museum Survey Question 7

To place the Route 66 museum budgetary profile discussed in the above paragraph in a broader perspective, Figure 4.2 quantifies annual operating budget totals among smaller and more rural museums in six mid-American states as outlined in the report *Hidden Assets: Research on Small Museums.* This study revealed that 60 percent of small institutions within the research sample have an annual operating budget of $100,000 or less,[179] which follows a similar pattern to the Route 66 sample.

Figure 4.2: Annual Budget, Mid-American Small Museums



Source: Mid-America Arts Alliance, *Hidden Assets, Research on Small Museums*, 2009.

The national sample in the IMLS report indicates the following median operating incomes per museum on a national level, as seen in Table 4.9. These median operating incomes (and the median $153,630 for historical societies) far exceed the $70,000 median budget of the Route 66 sample, emphasizing the concentration of smaller museums along the Route 66 corridor.

[179] *Exhibiting Public Value,* 2008, 7

Table 4.9: Median Operating Income for National Museum Sample, FY 2006

Museum Type	Median Operating Income
Art Museums	$1,233,924
Children's Museums	$1,154,321
History Museums	$230,000
Natural History and Natural Science Museums	$1,327,608
Science and Technology Museums	$2,218,977
Historical Societies	$153,630
Arboretums and Botanical Gardens	$906,561
Zoos, Aquariums and Zoological Societies	$5,861,302
Hybrid and Other	$620,500

Source: Institute of Museum and Library Services, *Exhibiting Public Value: Government Funding for Museums in the United States*, 2008

The Rutgers Route 66 survey also queried the breakout of the museum budget by capital, labor, and non-labor operating cost components. The results are shown in Table 4.10, indicating that the Route 66 museums spend little on labor (29 percent of their budget), even less for capital purposes (9 percent of their budget), with the vast majority of their outlays (62 percent of their budget) paying for non-labor operating costs, such as utilities and insurance (As we shall see shortly, the Route 66 museum spending on labor is so modest because many personnel are part-time and yet more are unpaid volunteers). In comparison, larger museums such as the Smithsonian Institutions, (as stated in its 2008 annual report), spent almost half (47 percent) of their budget for salaries and benefits, with 40 percent of their costs for non-labor expenses and 13 percent for capital purposes. This shows that although capital cost numbers remain consistent between the Route 66 survey sample and a larger more nationally recognized museum like the Smithsonian, the Smithsonian labor costs outweigh its non-labor costs, which is not the case for the Route 66 survey sample.

Table 4.10: Costs of Route 66 Museums

Museum Costs	Percentage/Share (N=19)
Capital expenditures	9%
Labor compensation	29%
Non-labor operational costs	62%
Total	**100%**

Source: Rutgers Route 66 Museum Survey, Question 8

Table 4.10 shows the share (9 percent) for the annual budget spent for capital (as well as other purposes) by the Route 66 museums. The average annual dollar amount by these museums is displayed in Table 4.11. Not surprisingly, the dollar outlay (as the share) for capital purposes is modest. One-third (33 percent) of the responding Route 66 museums spend a token ($0-

$10,000) annually for capital improvements, while another quarter (25 percent) spend $10,001-$100,000 yearly.

Table 4.11: Average Annual Capital Expenditure of Route 66 Museums

Average Annual Capital Expenditures over last 5 years	Percentage/Share (N=13)
Less than $10,000	33%
$10,001-$100,000	25%
$100,000-$150,000	17%
$150,00-$500,000	17%
More than $500,000	8%
Total	**100%**

Source: Rutgers Route 66 Museum Survey, Question 9

What is the source of annual revenues for Route 66 museums to allow them to pay for their total operating capital and other expenses? The responding museum results are shown in Table 4.12—and the short answer is that multiple sources are tapped. On average, government supports one-third of the budget (recall that most of the Route 66 museums are private non-profits as opposed to government entities), visitors (20 percent) and foundations and businesses (21 percent) fund about one-fifth each, with the remaining one-quarter raised from a variety of other sources (see Table 4.12 for details). Endowments are clearly modest, for they pay for only 3 percent of the annual budget.

Table 4.12: Annual Budget Funding Source of Route 66 Museums

Funding of Annual Budget	Percentage/Share (N=21)
Government	33%
Foundations and business	21%
Endowment	3%
Visitor revenues	20%
All other sources	23%
Total	**100%**

Source: Rutgers Route 66 Museum Survey, Question 10

Of the 20 percent of annual revenues derived by the Route 66 museums from visitor sources, interestingly, only 27 percent of that comes from entry/tour fees, with 73 percent coming from other visitor spending (Table 4.13). This likely reflects modest entry/tour fees and enthusiastic visitor spending at museum gift shops.

Table 4.13: Route 66 Museums' Revenues Generated from Visitors

Visitor Revenues	Percentage/Share (N=14)
Entry/tour fees	27%
All other visitor revenues	73%
Total	**100%**

Source: Rutgers Route 66 Museum Survey, Question 11

In short, the Route 66 museums cobble their budgets from multiple funding sources. How does this pattern compare with other museums? While we do not have exactly parallel data to make this comparison, some observations can be made.

Table 4.14 shows how the national museums studied by the IMLS support themselves (*Exhibiting Public Value*, 2008) by type of institution. As with the Route 66 museums, the national museums mist also tap a variety of sources, including government, private, earned and investment. For all museums studied by the IMLS, the percentages of annual funding coming from these four sources are 9.7 percent, 24.4 percent, 43.7 percent, and 2.2 percent, respectively. For "History Museums," perhaps the closest comparable to the Route 66 museums, the shares of annual support for their budgets are: government (33.2 percent), private (32.9 percent), earned (21.6 percent), and investment (3.2 percent). The History Museum shares echo the rough apportionments of budget sources for the Route 66 museums (e.g., government 33 percent, and endowment 3 percent). Other IMLS report findings on museum funding are of at least background interest to our Route 66 interest, such as the fact that two of the Route 66 states (California and Illinois) are in the top 5 states nationally receiving federal support for museums.

Table 4.14: Sources of Support for All Museums in Sample, by Type, FY 2006

	Source of Support (%)			
Museum Type	**Private**	**Earned**	**Investment**	**Government**
Art Museums	23.3	46.1	17.5	13.1
Children's Museums	24.4	48.1	20.5	6.9
History Museums	32.9	21 .6	3.2	33.2
Natural History and Natural Science	29.5	41.6	5.7	23.6
Science and Technology Museums	22.8	42.8	4.0	30.4
Historical Societies	32.2	21.5	24.7	21.6
Arboretums and Botanical Gardens	34.1	28.9	13.7	23.3
Zoos, Aquariums and Zoological Societies	17.4	60.3	4.2	18.1
Hybrid and Other	27.2	38.5	9.6	27.5
Overall	24.4	43.7	2.2	9.7

Source: Institute of Museum and Library Services, *Exhibiting Public Value: Government Funding for Museums in the United States*, 2008 [180]

[180] The IMLS report notes that when it comes to federal funding, more than 50 percent of the grants distributed to museums went to five states, all with large museum sectors: California, New York, Massachusetts, Illinois, and

We noted previously that the Route 66 museums spent a relatively small share of their budget on salaries, and this is reflected in the number and type of staff they employ. As is indicated in Table 4.15, the median number of full-time paid staff is 1.0, and the average (arithmetic mean) of full-time paid staff is somewhat higher, at 2.3. This median/mean difference mirrors prior survey responses where the mean exceeded the median—an echo of the arithmetic average-raising effect of some large institutions. There are similar median/mean results for the part-time paid staff, as is indicated in Table 4.15. Clearly, however measured—median or mean—or full- or part-time paid, the Route 66 museums are lean in staff. This is further reflected in the relatively much higher number of unpaid volunteers (compared to paid staff) per institution—a median of 7.0 and an average of 18.9.

Table 4.15: Type of Staff Employed at Route 66 Museums

Type of Staff	Average/Median (N=30)
Full time paid	2.3 / 1.0
Part time paid	2.2 / 0.0
Unpaid volunteers	18.9 / 7.0

Source: Rutgers Route 66 Museum Survey, Question 12

Further information on staffing is evident from the Route 66 Museum Survey responses shown in Tables 4.16 and 4.17. As might be expected given the nature of the paid positions (e.g. modest salaries and vocation motivated by local interest), the vast majority of the paid employees (77 percent) live locally (in the same country as the museum). The involvement of the volunteers is further spelled out in Table 4.17. While about half (47 percent) of the volunteer staff contribute

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Pennsylvania. Half (50 percent) of federal earmarks were distributed across nine states: Alabama, California, New York, Illinois, Iowa, Missouri, Ohio, Pennsylvania, and Virginia, as well as Washington, D.C. (*Exhibiting Public Value,* 2008, 9). The majority of federal funding distributed to museums comes from the support of four major agencies: the Institute of Museum and Library Services, the National Endowment for the Arts, the National Endowment for the Humanities, and the National Science Foundation. This distribution of federal funding is mostly concentrated among the states with the largest populations and the largest museum sectors (*Exhibiting Public Value*, 2008, 46).

Federal funding trends in FY 2006 illustrates the following: out of the thirty-four National Science Foundation museum grantees in FY 2006, 65 percent were either natural history/natural science museums or science and technology centers. About two-thirds (64 percent) of the National Endowment for the Arts' 149 museum grantees in FY 2006 were art museums, and 49 percent of the National Endowment for the Humanities' 164 museum grantees in FY 2006 were history museums or historical societies (*Exhibiting Public Value*, 2008, 52).

The IMLS report also notes that when it comes to museum funding on the local level, there are a "variety of local government cultural funding mechanisms, the largest of which were driven by targeted tax initiatives." (*Exhibiting Public Value,* 2008, 10) Local government sources accounted for an average of 50 percent of the public support received by art museums, children's museums, arboretums, botanical gardens, zoos and zoological societies, and aquariums (*Exhibiting Public Value*, 2008, 10). With regard to public dollars, the average government support for museums ranged from 7 percent to 33 percent of the total operating budget (*Exhibiting Public Value,* 2008, 28).

a few (1-3) hours per week, an additional approximate one-half (48 percent) up that to 3.5 to 10 hours weekly; and a stalwart 5 percent spend over 10 hours weekly.

Table 4.16: Residence of Paid Employees of Route 66 Museums

Where Paid Employees Live	Percentage/Share (N=11)
Same county	77%
Same state, different county	23%
Outside of state	0%
Total	**100%**

Source: Rutgers Route 66 Museum Survey, Question 13

Table 4.17: Average Weekly Volunteer Hours at Route 66 Museums

Average Weekly Volunteer Hours	Percentage/Share (N=18)
Between 1 and 3 hours	47%
Between 3.5 and 6 hours	32%
Between 6.5 and 10 hours	16%
Over 10 hours	5%
	100%

Source: Rutgers Route 66 Museum Survey, Question 14

Many of these characteristics echo the situation of museums more generally, especially smaller institutions, as studied by the IMLS. The survey results in Tables 4.14 to 4.17 are supported by similar patterns seen in research conducted by the IMLS. IMLS held a series of public hearings in an effort to provide context to the data presented in their 2008 report, *Exhibiting Public Value: Government Funding for Museums in the United States.* One of the topics addressed during these public hearings was a discussion of the need of small to mid-sized museums throughout the country. The following information presented by museum professionals points out some key trends of small to mid-size museums.

> Today's museums are largely small and largely rural. History museums and historical societies make up the largest percentage (67 percent) of all museums, which number approximately 17,500. Of those, about 35 percent are accessible to the public at no cost, according to information gathered by the largest museum service organization, the American Association of Museums. Of the 65 percent that do charge an admission fee, 60 percent offer free days and virtually all (98 percent) offer discounted admissions. (*Exhibiting Public Value*, 2008, 36)

In addition to this, based on information provided for museums in the middle of America, particularly in Arkansas, Kansas, Missouri, Nebraska, Oklahoma, and Texas, statistics show the following:[181]

[181] *Exhibiting Public Value*, 2008, 32-35.

50 percent of all Missouri museums report having no full-time paid staff

61 percent of all museums in Oklahoma operate with less than $100,000 annually, and 37 percent operate with $25,000 or less

70 percent of Arkansas museums cite "lack of funding" as the primary obstacle to pursuing staff and volunteer training

The *Arts and Economic Prosperity III* report notes the following national trends in volunteerism within arts and cultural organizations: "The average city and county in the study had 5,174 volunteers who donated 191,499 hours to nonprofit arts and culture organizations, a donation valued at $3.4 million. The 6,080 responding organizations had an average of 125 volunteers who volunteered 45.3 hours each, for a total of 4,857 hours per organization."[182]

ROUTE 66 MUSEUM SURVEY FINDINGS: CHALLENGES AND POLICIES

The final two questions of the Route 66 survey asked the following: What are the biggest challenges facing your museum/organization? What actions would you recommend to address these? About half of the responding institutions listed funding as one of the biggest challenges. Other notable challenges were: need for effective marketing to increase visitor attendance; lack of reliable, committed, and knowledgeable staff; improving/increasing museum exhibition space; and increasing community interest. Some recommended solutions to these challenges were to increase advertising efforts; increase the number of knowledgeable and interested staff members; introduce technological and media-related advancements to both exhibition and office space; and apply for more grants. (A complete listing of these answers [questions 15 and 16] is shown below).

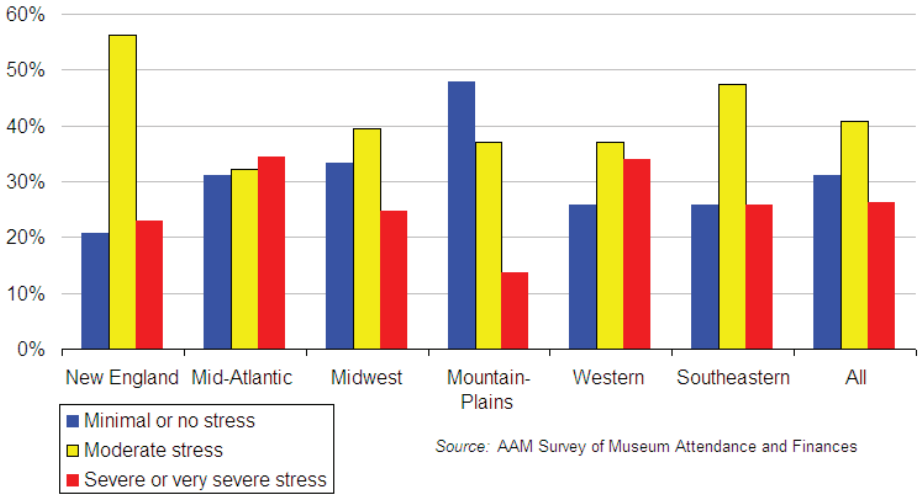
[182] *Arts and Economic Prosperity III*, 2007, 13.

Questions 15 and 16: What are the biggest challenges facing your museum/organization? What actions would you recommend to address these?

- Funding: New restaurant was built to help generate money
- Increase attendance, advertise
- Foreign visitors=language barrier: audio translation company
- Raising money: capital campaign
- Finding and retaining qualified staff; difficult to address because of small community
- Building maintenance: capital campaign
- Fundraising: board of directors should actively seek funds to promote the mission of the organization
- Funding is harder because of recession; annual fundraiser and money from gift shop
- Unable to "get the story out"; funding for staff; setting up "friends of museum" organization to alleviate financial issues
- Replacing/updating the exhibits: applying for a grant
- Increasing private funding sources: need to improve marketing; exhibits and programs
- Funding for building maintenance; finding affordable artifacts to expand collections-working with people and volunteers to think outside the box to look for solutions
- Getting people there; poor marketing to tourist buses-billboards on highway, brochures and mailings
- No budget: dependence on donations for money and items; not enough information on preservation; more grant opportunities and classes on preservation
- Issues with small budget; more volunteers
- Financials: working with board members for fundraising efforts
- Lack of space for displays; now utilizing attached storage space
- Budget and attendance; need increased donations grants
- Bringing people in with attendance: brochures, billboards, advertising
- Letting people know the museum exists: county participation and advertising
- Funding: unable to get government money
- Not enough staff: need reliable, committed, and knowledgeable staff who are interested in Rt. 66
- Funding: need specialized grants, foundations, museum board
- Not enough space for stock: they have of artifacts and materials; museum is not seen as a priority to the community; need wealthy donors and support for museum
- Funding and publicity

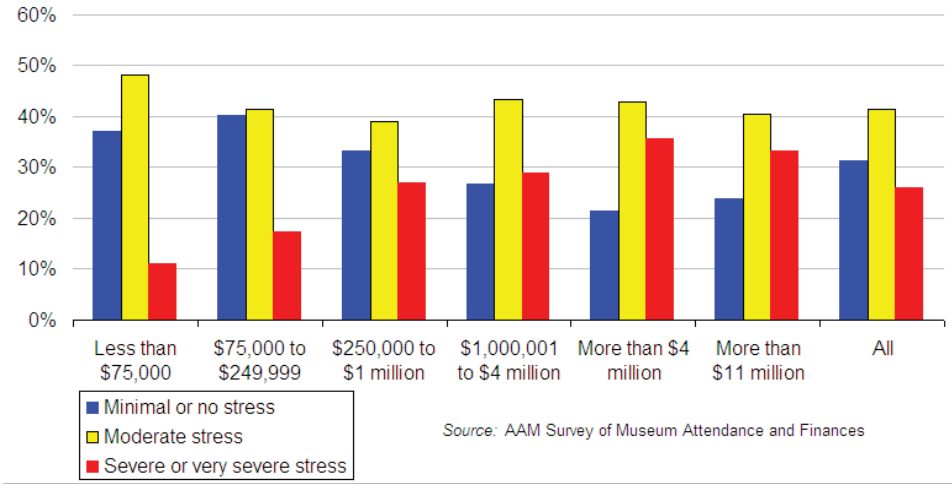
As previously noted, the challenges confronting the Route 66 museums are not unique to this group alone. According to the American Association of Museums' research in 2009, museums throughout the United States (Figure 4.3) and museums with many budget levels (Figure 4.4) are "under stress."

Figure 4.3: Museums Under Stress by Region, 2009



Source: American Association of Museums, *Service Despite Stress: Museum Attendance and Funding in a Year of Recession*, 2010

Figures 4.4: Museums Under Stress by Budget Size, 2009



Source: American Association of Museums, *Service Despite Stress: Museum Attendance and Funding in a Year of Recession*, 2010

The "stress" facing museums as studied by the IMLS is of many stripes. Financing challenges are clearly part of this, but there are other hurdles (sometimes ultimately connected to financing) that must be faced, such as challenges to the "human infrastructure" of museums. For instance,

according to the IMLS, 75 percent of Texas's small and midsize museums have not received any training in the past three years in board management, fund-raising, or administration/finance. About three-quarters of Kansas museums spend less than $1,000 annually to train their staff, trustees, and volunteers combined.[183] Thus, the challenges facing Route 66 museums are not unique to them, but often characterize the broader universe of museums, especially those small to midsize in scale. We close with the following comment by a Route 66 museum that suggests the sometimes precarious existence they face:

> *Thank you for your inquiry about xx Museum. I am sorry but our Museum is closed for the present and I don't know when we will re-open it. We were broken into and robbed some time back and it has not been reopened yet. We hope to before long.*

[183] *Exhibiting Public Value*, 2008, 32-35.

CHAPTER 4 SURVEY
Facsimile of Route 66 Museum Survey

Survey - Instructions

Rutgers University is conducting a study on the "economic impacts of Route 66." The research is being conducted for the National Park Service. One component of this study involves obtaining some basic information on museums and other tourist destinations along Route 66.

Please fill out the survey as requested. It should take10-15 minutes to complete. If you do not have specific information that is as detailed as requested, please know that approximate information and/or estimates are sufficient. If a question does not apply, reply to it with "NA" for "not applicable." *ALL REPLIES WILL BE KEPT CONFIDENTIAL.*

If you need additional space for your answers or comments, please append pages of your own and identify the question number(s) to which your response/comment refers.

If you have any questions concerning the survey or need any guidance, contact Professor David Listokin of Rutgers University's Center for Policy Research (information below).

Please fax or send the completed survey to:

Professor David Listokin
Center for Urban Policy Research
Rutgers, The State University of New Jersey
33 Livingston Avenue, Suite 400
New Brunswick, NJ 08901-1982
PHONE: (732) 932-3133x 550
FAX: (732) 932- 2178

_____Organization/ Facility Profile_____

1. Contact person providing form:

_____

2. a. Telephone number of contact person:

_____

b. Fax number of contact person:

_____

c. Email of contact person:

_____

3. Name of Museum/Organization:

_____

a. Of the following categories, which best describes your museum/organization? (*check one*)

□ Private, non-profit
□ Public (*Federal, state, county, municipal—circle one*)
□ Other, describe:

_____

b. What is the nature of your museum/organization? (*Give a brief description of its mission and major activities*.)

_____

_____

_____

_____

_____

_____

c. When was the museum/organization founded? _____ (*year*)

d. How many members does it have? _____ (*an approximation will suffice*.)

e. What are the major attractions of your site that draw visitors?

_____

_____

_____

_____

_____Visitation_____

4. What was the total number of annual visitors to your site in 2007 or 2008? (*circle one*) *Approximate number of annual visitors is sufficient.*

_____ visitors

5. Approximately what percentage of the visitors that you indicated in Question 4 above were:

a. Preschool children (4 years and under) _____%

b. School-aged Children (5 to 18 years) _____%

c. Adults (19-64 years) _____%

d. Seniors (65 years +) _____%

Total _____100_____%

(*Approximate percentages suffice*)

6. To the best of your knowledge, of the total visitors indicated in Question 5, approximately what percentage came from:

Same County as your location _____%

Same State, Different County _____%

Outside the state (other 49 states) _____%

Foreign (outside the United States) _____%

Total _____100_____%

(*Approximate percentages suffice*)

_____Expenditures_____

7. What was your organization's annual budget in 2008 or 2009 (circle one)?

$_____

(*Annual budget*)

8. Of the annual budget indicated in Question 7, approximately what percentage was spent on: (*approximate percentages suffice*.)

a. Labor Compensation (*e.g. staff salaries and benefits*)

_____%

b. Nonlabor operating costs (*e.g., utilities, routine building maintenance, small repairs, exhibition costs, internal and external program expenses, insurance outlays, etc.*)

_____%

c. Capital expenditures (*e.g., major repairs, rehabilitation, additions, and other capital outlays for major furnishings, HVAC, ADA access, etc.*)

_____%

Total _____100_____%

(*Approximate percentages suffice*)

9. What were your organization's estimated average annual capital expenditures over the past 5 years? (*An approximate annual average figure suffices*.)

$_____ annual average over past 5 years

10. Of the annual budget indicated in Question 7, approximately what percentage was funded by: (*if zero, indicate 0%. Approximate percentages suffice*.)

a. Government _____%

b. Foundations and business/other contributions _____%

c. Endowment _____%

d. Visitor revenues _____%

e. All other sources (*e.g., membership and education/ program fees*)

_____%

Total _____100_____%

(*Approximate percentages suffice*)

11. Of total visitor revenues (10d), approximately what percentage was derived from:

a. Entry/tour fees _____%

b. All other visitor revenues (*e.g., gift and food purchases*) _____%

12. What is the total number of staff, including administrators: (*an approximate number is sufficient*.)

a. Number of full-time paid staff (*30 hours per week or more*)

_____ persons

b. Number of part-time paid staff (*less than 30 hours per week*)

_____ persons

c. Number of unpaid volunteers, including interns

_____ persons

13. Approximately what percentage of your paid staff lives in:

a. Same county as your location _____%

b. Same State, different county _____%

c. Outside of the state _____%

14. Approximately, how many hours a week does your average unpaid volunteer work?

_____

(*Approximate hours per week*)

Challenges/Policies

15. What are the biggest challenges facing your museum/organization?

_____

_____

_____

_____

16. What actions would you recommend to address these challenges and who should implement these actions?

_____

_____

_____

CHAPTER 5
MAIN STREET AND ROUTE 66

INTRODUCTION

At its zenith as the Mother Road, Route 66 was literally a Main Street for countless communities along its 2,400-mile length. For decades, the downtown Route 66 thoroughfares thrived, as did many other Main Streets in the United States. These were the downtown areas where many worked, and yet more shopped, ate and recreated. Yet, times changed. For many communities that were reliant on Route 66 traffic, the Interstate Highway system took away a great deal of their downtown audience. More generally, the Main Streets of many communities throughout the United States were superseded by suburban malls, restaurants, movie theatres, and the like—many conveniently clustered by Interstate and other highway exits. To counter this trend, and to revitalize the often historic character of the traditional downtown center, the National Trust for Historic Preservation established the Main Street Program. This effort has grown nationally, and not surprisingly, communities along Route 66 have participated in the program.

This chapter tells the national and Route 66 Main Street story. It begins with national background to this initiative and highlights its cardinal themes and principles. Following this national overview, the Main Street programs in the eight Route 66 states are described, which serves as a backdrop to the approximately 25 communities along Route 66 that have become Main Street participants. The chapter describes a cross-section of the preservation and reinvestment activities in the communities—many of which have Mother Road and automobile themes. The chapter concludes by assembling the reinvestment statistics in the 25 Route 66 Main Street communities (from data maintained by the Main Street program). The reinvestment from these 25 Main Street communities has been considerable, i.e., an annual average recent reinvestment from the full group of over $60 million per year.

A NATIONAL OVERVIEW OF THE MAIN STREET PROGRAM

The national Main Street program follows decades of economic and physical decline in America's cities and downtowns. Nathaniel Baum-Snow (2007) documents that "the aggregate population of the 139 largest metropolitan areas in the United States declined by 17 percent between 1950 and 1990 while aggregate metropolitan area population growth was 72 percent during this period."[184] In addition, "central cities as defined by their geographies in 1960 were the origin and/or destination of only 38 percent of commutes made by metropolitan area residents in 2000,

[184] Baum-Snow. "Changes in Transportation Infrastructure and Commuting Patterns in U.S. Metropolitan Areas, 1960-2000" Presented at the 2010 American Economic Association Meetings in Atlanta, GA, in the published session "Housing and Labor Markets" (2007).

down from 66 percent in 1960."[185] As roadways were expanded and people moved farther away from city centers, downtown retail districts began to lose their customer base and employment centers to suburban areas and subsequently experienced significant decline, leaving formerly vibrant and successful downtown districts in economic turmoil.

In 1980, the National Trust for Historic Preservation (the National Trust) established "The National Trust Main Street Center®" (NMSC). The NMSC was created to revitalize declining downtown centers through a "preservation-based strategy" to restore the economic activity that was on the decline in downtown retail centers. Since 1980, more than 2,000 affiliated Main Street programs have been launched in 43 states. Today, the program consists of a coast-to-coast network of more than 1,200 state, regional, and local coordinating programs.

The NMSC is a community-driven, comprehensive approach to downtown revitalization that provides professional training, networking, technical assistance, and national resources and support for participating communities. The program operates through the Main Street Four-Point Approach® to implementation that corresponds to the NMSC-envisioned four forces of real estate value, which are social, political, physical and economic:[186]

The "Four-Point" Approach

Organization: Public- and private-sector collaboration to assign responsibilities and form consensus and cooperation among key community members with a vested interest in the downtown area. Main Street organizational structure includes a governing board, standing committees, a paid program director, and volunteers.

Promotion: Advertising the downtown through promotional retail activity, special events and marketing campaigns carried out by local volunteers aimed at consumers, investors, developers and new businesses. These activities aim to brand the Main Street District as a place where consumers want to live, work, shop, play, and invest.

Design: Enhancing the physical appearance of the downtown district by creating an inviting atmosphere. Some of the ways this is achieved include attractive window displays, parking area enhancements, building improvements, and streetscaping (i.e. landscaping, furniture upgrades, sidewalks, signage, and light and street enhancements). The Main Street district is revitalized by creating pedestrian-oriented streets, careful review of new construction applications for conformance with existing structures, and a sustainable, long-term planning approach. Throughout this process, special attention is paid to the maintenance of historic structures to protect and promote the character of the district.

Economic Restructuring: The main goal is to enhance the competitiveness of existing businesses and to diversify the area by bringing in new businesses, thereby increasing the consumer base of the downtown district. One of the fundamental aspects of this process is adaptive reuse of existing buildings and underutilized spaces to make them more prof-

[185] Ibid.

[186] Information obtained from the National Trust for Historic Preservation at http://www.preservationnation.org/

itable and contribute to the character and demands of the downtown district as it is being redefined and revitalized.

The implementation of the Main Street Four-Point Approach® is based on the following eight principles:[187]

The "Eight Principles"

Comprehensive: Implementing a sustainable, successful, long-term revitalization plan that includes activity in each of Main Street's Four Points.

Incremental: Taking realistic steps forward which begin with basic activities that will create public confidence in the Main Street district. The revitalization effort will then evolve and become more sophisticated as more ambitious projects and problems are addressed, leading to a longer-lasting and dramatic positive change in the Main Street district.

Self-help: Local leadership needs to mobilize local resources and talent to produce long-term success and confidence in the Main Street Program.

Partnerships: Both public and private sectors must take an active role in the revitalization efforts.

Identifying and capitalizing on existing assets: The district must capitalize on the unique qualities that make them distinct and should serve as the foundation for all aspects of the revitalization program.

Quality: Emphasis should be on quality, not quantity, in every aspect of the revitalization program.

Change: Gain public support to change negative attitudes about the Main Street district. Change also involves engaging in better business practices and improving the physical appearance in order to change public perceptions about the district.

Implementation: It is important to create confidence in the district by completing projects that serve as a reminder that a revitalization effort is under way and succeeding.

Recently, the Main Street Program has become an advocate for making Main Street a "cornerstone of every grassroots sustainability effort." In 2006, The National Trust partnered with several national organizations to work with the U.S. Green Building Council on ways to improve the Leadership in Energy and Environmental Design (LEED) rating system to "better reflect the importance of reusing buildings and community revitalization."[188] The National Trust is also in the process of launching several pilot programs across the nation, called "Preservation Green Lab," that will coordinate demonstration projects and provide technical assistance and model policies to encourage municipalities and states to consider historic preservation and the existing building stock when formulating climate change action plans[189] that will optimally provide a new tool for communities in the Main Street Program to utilize.

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[187] Ibid.

[188] Doug Loescher. "How Green is Your Main Street?" From *Main Street News,* April 2009. http://www.preservationnation.org/main-street/main-street-news/2009/04/how-green-is-main.html

[189] Ibid.

DATA MAINTAINED BY THE NATIONAL MAIN STREET PROGRAM

The NMSC keeps a statistical database of all participating communities which includes the following data:[190]

Dollars reinvested (Total amount of reinvestment in physical improvements from public and private sources. This includes building rehabilitation, new construction and enhanced public infrastructure.)

Net gain in businesses (new less closed businesses)

Net gain in jobs (new less lost jobs)

Number of building rehabilitations

Reinvestment Ratio (The average number of dollars generated in each community for every dollar used to operate the local Main Street Program)

Statistics collected from more than 2,200 communities and tracked from 1980 to December 2008 reveal that the Main Street Program has been quite extensive. Table 1 details the change over time of the various economic data collected by the Main Street Program between 2001 and 2008:

Table 5.1: National Main Street Statistics 2001-2008

Year	Dollars Reinvested (billions)	Net Gain in Businesses	Net Gain in Jobs	Number of Building Rehabilitations	Reinvestment Ratio	Average Reinvested Per Community	Approximate Number of Participating Communities
2001	$16.1	56,300	226,900	88,700	39.96 to 1	$9,659,000	1,668
2002	$17.0	57,470	231,682	93,734	40.35 to 1	$9,512,151	1,787
2003	$18.3	60,577	244,545	96,283	35.17 to 1	$10,000,000	1,834
2004	$23.3	67,000	308,370	107,179	26.67 to 1	$12,431,287	1,800
2005	$31.5	72,387	331,417	178,727	28.31 to 1	$12,486,058	1,900
2006	$41.6	77,799	349,148	186,820	25.76 to 1	$11,083,273	2,050
2007	$44.9	82,909	370,514	199,519	25 to 1	$11,083,273	2,212
2008	$48.8	87,850	391,050	206,600	25 to 1		2,200

Source: The National Trust for Historic Preservation National Main Street Reinvestment Statistics

The amount of dollars invested has consistently increased between 2001 and 2008. The net gain in jobs and businesses, as well as the number of building rehabilitations, has also risen. There has been a recent decline in the reinvestment ratio, however, which may be linked to national economic trends, including the recent housing price crash, and the beginnings of the current economic recession. Although dollars reinvested into the program have consistently increased, the average reinvestment per community began to decline in 2006, which may be related to the fluc-

[190] Main Street: The National Trust for Historic Preservation Economic Statistics 2008. http://www.preservationnation.org/main-street/about-main-street/reinvestment-statistics.html

tuating reinvestment ratio. Program participants currently stand at 2,200 communities, up from about 1,700 in 2001.

MAIN STREET PROGRAMS IN THE EIGHT STATES ALONG ROUTE 66

Both individually and as a group, the eight Route 66 states have an active Main Street Program.

Illinois Main Street

The Illinois Main Street program was founded in 1993 and is administered through an Advisory Council under the Lieutenant Governor, with architectural services provided by the Illinois Historic Preservation Agency. There are currently 69 active Main Street communities in the state; unfortunate recent budget cuts, however, have constricted the program considerably, resulting in a reduced staff of only one person and the Illinois Main Street Program itself being placed on a list of "Endangered Historic Sites" by an Illinois preservation group.[191] The Illinois Main Street Program was recently suspended by the National Main Street Center until the state can make improvements to its program. The following is the most recent data available regarding the performance of the Main Street Program in Illinois:

Illinois Main Street Reinvestment Statistics - Fiscal Year 2009[192]

Net number of gains and losses in jobs	691
Net of all gains and losses in new businesses	106
Number of building rehabilitations	172
Number of public improvement projects	81
Number of new construction projects	11
Number of housing units created	2*
Value of Private investment in projects	$17,573,029
Value of Public investment in projects	$2,156,214,771
Volunteer Hours	88,848

* How many times housing units were part of the project, not the total units created overall.

[191] Chris Wills. "State Main Street Program on Endangered List," The Associated Press, April 20, 2010. http://www.sj-r.com/news/x43863692/State-Main

[192] Illinois Main Street

Missouri Main Street

The Missouri Main Street program was founded in 1989 and is the state's first and only comprehensive downtown revitalization program.[193] Missouri Main Street Connection, Inc., a not-for profit corporation, has assumed management of the Missouri Main Street program. The program is administered through an Advisory Board and a Board of Directors. The Missouri Main Street Connection program works on a tier system in which communities begin as an "aspiring community," advance to an "affiliate community," then an "associate community," and are finally certified as a "Main Street Community." There are currently 78 communities involved in the program, encompassing all the above-cited categories.

The following is the most recent data available from the 10 communities that have reported their economic statistics to the Main Street Connection program for the 2009 calendar year:

2009 Missouri Main Street Reinvestment Statistics[194]

Private investment, including exterior façade improvements, interior building rehabilitations and new construction: **$40,775,920**

For every dollar appropriated to the Missouri Main Street Connection by the State of Missouri, there was a private investment of more than **$941**

Net new jobs created: **31.5**

One new job was created for every **$1,374** invested by the State in the Missouri Main Street Connection Program.

Kansas Main Street

The Kansas Main Street program was founded in 1985 and is administered through the Rural Division-Community Development of the Kansas Department of Commerce. The Kansas Main Street program instituted a tier system in July 2009 in which communities begin as a "Kansas Downtown Network Community," advance to an "Inside Track Community," then a "Designated Main Streets Program community." A final "Honor Community" tier is under development. There are currently 25 active Main Street communities in Kansas; their most recent program accomplishments are:

[193] Missouri Main Street Connection Information Pamphlet issued by the Missouri Department of Economic Development

[194] Missouri Main Street Connection

2009 Kansas Reinvestment Statistics[195]

103 Façade Projects = **$802,250.15**

256 Rehabilitation or New Construction Projects = **$10,721,052.35**

65 Buildings sold = **$5,046,044.12**

68 Public Improvement Projects = **$9,079,966.98**

134 New Businesses = **386 new jobs**

67 Relocated or Expanded Businesses = **197 new jobs**

Upper floor housing units created: **24**

Volunteer hours: **54,274**

Oklahoma Main Street

The Oklahoma Main Street program was founded in 1986 and is administered through the Oklahoma Department of Commerce. There are currently 60 active and 25 inactive Main Street communities in the state; the most recent accomplishments of the 60 Oklahoma Main Street localities follow:

Oklahoma Main Street Statistics As of February 2010[196]

Public/Private Reinvestment: **$720,439,796**

Building Rehabilitations: **3,651**

Net Gain in New Business Expansions: **4,047**

Net Gain in New Jobs: **12,710**

Volunteer Hours: **787,752**

[195] Kansas Department of Commerce, Main Street Program

[196] Oklahoma Department of Commerce Main Street Program website: http://www.okcommerce.gov/Main-Street/Program-Overview

Texas Main Street

The Texas Main Street program was founded in 1981 and is administered through the Texas Historical Commission's Community Heritage Development Division. Each year the Texas Historical Commission selects up to five cities and urban areas as official Texas Main Street cities. More than 160 cities have been assisted through the program. There are currently 89 Main Street communities in the state, with their performance shown below:

2009 Texas Reinvestment Statistics[197]

Private reinvestment of $1.5 billion in Texas downtowns and neighborhood commercial districts.

More than $2 billion in overall reinvestment.

Almost 25,000 new jobs in Texas.

More than 6,400 business starts, expansions or relocations.

New Mexico Main Street

The New Mexico Main Street program was founded in 1984 and is administered through the New Mexico Economic Development Department. There are currently 23 Main Street communities in New Mexico. They have achieved the following in the most recent period for which data are available.

New Mexico Main Street Reinvestment Statistics[198]
Fiscal Year 2008 (July 07 - June 08)

Net Number of New Businesses **112**

Number of Business Expansions **19**

Number of Building Rehabilitations **157**

Dollars of Private Reinvestment **$18,700,494**

Number of Public Projects **80**

Dollars of Public Investment **$36,972,600**

Number of Joint Public/Private Projects **19**

Dollars Invested in Public/Private Projects **$603,352**

Number of New Buildings Constructed **10**

Dollars Invested in New Building Construction **$18,163,000**

Net Number of New Jobs **569**

[197] Texas Historical Commission Main Street Program website: http://www.thc.state.tx.us/faqs/faqpdfs/mnst_fctsht_09.pdf
[198] 2008 Annual Report on the New Mexico Main Street Program http://nmmainstreet.org/pdfs/annualreport_2008.pdf

Dollars of Public Sector Grants **$2,591,954**

Dollars of Private Sector Grants **$223,900**

Volunteer Hours **19,701**

Arizona Main Street

The Arizona Main Street program was founded in 1986 and is administered through the Arizona Department of Commerce. There are currently 15 active Main Street communities in the state. Their aggregate recent reinvestment profile follows:

Arizona Reinvestment Figures - July2008 through June 2009

Number of Building Projects **121**

Dollars Invested in Building Projects **$13,551,836**

Number of Property Acquisitions **28**

Dollars Invested in Property Acquisitions **$57,657,660**

Number of Public Improvement Projects **31**

Dollars Invested in Public Improvement Projects **$6,323,788**

Net New Businesses.....**51**

Net New Employment.....**247**

California Main Street

he California Main Street program was founded in 1986 and is administered through the California Office of Historic Preservation. There are currently 31 Certified California Main Street communities and 6 California Main Street Alliance Associate Member Communities in the state. These California Main Street communities have realized the following reinvestment:

2009 California Main Street Reinvestment Statistics[199]

New Business Start 419

Business Expansions 39

Businesses Lost 251

Net gain of Businesses 207

Jobs Created-New Business Starts.....1,596

Jobs Created-Expansions 61.5

Jobs Lost 583.5

[199] California Main Street, "Recap of Member's Annual Reports and Reinvestment Statistics," presented by Laura, Cole-Rowe Consulting in Coronado, California on February 22, 2010.

Net Gain of Jobs.....1,074

Number of Private-Sector Projects 90

Private Sector Investment $60,207,873

Number of Public-Sector Projects 47

Public Sector Investment $28,710,823

Total Investment in CA Main Street Communities $88,918,696

Total Annual Budget of the Reporting Communities.....$7,851,833

CA Reinvestment Ratio $11.31

In sum, while the reporting is likely not consistent across states, the eight states along Route 66 have the following recent Main Street aggregate activity (Table 5.2):

Table 5.2:

Summary of Recent (2008-2009) Main Street Annual Activity of Eight States along Route 66

State	MAIN STREET PROFILE			
	Number Participating Communities	Dollars Reinvested (in $ millions)	Net Gain in Business	Net Gain in Jobs
Illinois	69	2,173.80	106	691
Missouri	4(78)[a]	40.8	NA	32
Kansas	25	11.5	134	197
Oklahoma	60	720.4	4,047	12,710
Texas	89	2,000.00	6,400	25,000
New Mexico	23	55.7	112	569
Arizona	15	19.9	51	247
California	31 (37)[b]	88.9	207	1,074
Total 8 states	316 (396)[a,b]	5,111.00	11,057	40,520
Total United States (2008)	2,200	48,800.00	87,850	391,050

a Includes Missouri Main Street and "Aspiring," "Affiliate," and "Associate Member" communities

b Includes California Main Street and Main Street "Associate Member" communities

Table 5.2 indicates that in the aggregate, the eight states along Route 66 have about 320 "full" Main Street communities (about 400 if Associate or other memberships are counted) or about 15 percent of the national 2,200 Main Street municipalities. According to the most recent data (2008-2009), the 320 Main Streets in the eight Route 66 states have realized an annual tally of about 5.1 billion in reinvestment (about 10 percent of the total 2008 national Main Street $48.8 billion reinvestment), about 11,000 net gains in businesses (about 13 percent of the 87,850 gain in businesses realized by the national Main Street effort), and about 41,000 net gain in jobs (about 10 percent of the 391,050 job gain secured by the national Main Street program). Table 5.2 also indicates that of the eight Route 66 states, the Main Street programs in Illinois, Oklahoma, and Texas are the most extensive efforts.

Given the considerable scale of the Main Street program and the common historic small town character of many communities along Route 66, one would expect that Main Street would be operative along the Route. That presence is described below.

THE MAIN STREET PROGRAM AND ROUTE 66: OVERVIEW

Rutgers University circulated a list of the 320 Main Street communities in the eight Route 66 states among individuals knowledgeable about Route 66 and asked them to identify which of the 320 were on or near Route 66. The directors of the Main Street programs in all eight states were queried on this matter as well. Their collective responses are indicated in Table 5.3. Of the total

320 Main Street programs in the eight states, 25 programs, or about 8 percent, were identified as being on or near Route 66. These 25 programs were found in five of the eight states: Illinois, Oklahoma, Texas, New Mexico, Arizona, and California.

Table 5.3 Main Street Programs On or Near Route 66

State	Number	Main Street Programs On or Near Route 66	Total State Main Street Communities
Illinois	8	Berwyn, Bloomington, Collinsville, Dwight, Lincoln, Plainfield, Pontiac, Springfield	69
Missouri	0	None	4
Kansas	0	None	25
Oklahoma	7	Claremore, El Reno, Miami, Oklahoma City, Sapulpa, Sayre, Tulsa	60
Texas	2	Amarillo, Canyon	89
New Mexico	6	Albuquerque, Bernalillo, Grants, Las Vegas, Santa Rosa, Tucumcari	23
Arizona	1	Williams	15
California	1	Upland	31

There is considerable variation among the 25 Route 66 Main Street programs with regard to when they were first initiated and therefore how many years they have been in operation. For example, in Oklahoma, the Main Street initiative in El Reno (begun in 1988) has been in existence almost 25 years while the Claremore program (initiated in 2002) has operated about a decade. In Illinois, the Main Street Programs in Lincoln and Pontiac started in the mid-1990s while Bloomington's effort was launched in 2005.

To give a "flavor" of these programs and their connection to Route 66, we describe in synopsis form all the Route 66 Main Street programs in Illinois (to convey one state's Main Street effort along the Mother Road) and then include some sample Route 66 Main Street programs in other states.

ILLINOIS MAIN STREET PROGRAMS ON ROUTE 66

Berwyn, Illinois

Berwyn (2008 pop. 49,919) is a suburban area 6 miles west of Chicago. The town blends entrepreneurial and creative endeavors—sometimes with interesting results. For a number of years, the Cermak Shopping Plaza in downtown Berwyn showcased the 50-foot-high "Spindle," created by artist Dustin Shuler and featured in the motion pictures *Wayne's World* (1992) and *Wanted* (2008). Berwyn also claims to harbor one of world's largest Laundromats, housing 140 dryers and 161 washers. Anchoring this creative enterprise is a financial core of savings and loan centers, which at one time the *Chicago Sun Times* reported was the highest concentration of financial institutions in the world.

The Berwyn Main Street program was established in 2006 to enhance the commercial activity along the Cermak Road corridor in downtown Berwyn while preserving its historical aspects. The goal is to revitalize downtown Berwyn such that it is recognized as a vibrant place to shop, dine, and explore.[200] Berwyn Main Street (BMS) is comprised of four volunteer-run committees, one for each aspect of the national Main Street Program's four-point approach: Organization, Design, Economic Restructuring, and Promotion.

BMS actively promotes new businesses through the organization's website and welcomes new stores with fanfare. As new businesses arrive in downtown Berwyn, the Board of Directors from BMS often organizes a ribbon-cutting ceremony which they attend, alerting the local press to give the new business as much publicity as possible.

Part of the original U.S. Route 66 ran through Berwyn. Today, Ogden Avenue in Berwyn remains a usable part of the old Route 66. It is a popular destination for "Mother Road" tourists, particularly during Berwyn's annual Route 66 Car Show, which is celebrating its 20th anniversary in September 2010. Classic cars are judged in a variety of categories for cash prizes; last year over 8,000 people were reported to have attended, with more than 200 vehicle registrations.[201] To further celebrate the car show culture that permeates Berwyn, BMS has recently helped launch "Cartopia," an annual parade showcasing playful art cars and attracting car artists from across the United States.

Though Berwyn residents celebrate mobility and progress, they do not forget where they came from. Several times a year, the downtown area comes alive with cultural festivities, the result of BMS's efforts to promote Berwyn's ethnic roots. The Houby Day Parade in the fall is an entertaining Czechoslovakian festival, while local Italian heritage is showcased every Labor Day weekend during the Maria SS Laurentana Italian-Sicilian Religious Festival.

Bloomington, Illinois

When a portion of Route 66 was built along the Chicago and Alton Railroad Corridor in 1926, downtown Bloomington (2008 pop. 73,026) was transformed from a modest local business hub to a bustling commercial district serving travelers from across the country. Today, the Downtown Bloomington Association (DBA) strives once again to invigorate the downtown, creating a destination that is as much fun for visitors as it is livable for residents. DBA's efforts include business expansion and preservation of its historic assets, as much of the downtown Bloomington area inside U.S. 51 is a district recognized by the National Register of Historic Places.

[200] http://www.berwynmainstreet.org

[201] Adam Rosen. "Berwyn hosts annual Route 66 car show." *Berwyn Life.* 22 September 2009.

Downtown Bloomington

Source: Benjamin Reed/CC-BY-SA-NC-ND-3.0

Bloomington became a designated Main Street community in 2005, with the DBA serving as the coordinating organization. DBA serves the downtown area by providing "technical assistance and, in partnership with the Illinois Historic Preservation Agency, design assistance to the Downtown business and property owners."[202]

The downtown retail sector aims to cater to a customer base seeking a shopping experience distinctive from the standard mall. There are a wide variety of privately owned, one-of-a-kind shops and restaurants, including cafes and art galleries.

Downtown Bloomington has a youthful buzz but shows its maturity in its historic, stately architecture. Courthouse Square is dotted with early 20th century buildings that tell the story of Bloomington's past. At its center is the McLean County Courthouse, a domed structure from 1900 that serves as the downtown's signature landmark and is listed on the National Register of Historic Places. For a building from the Route 66 era, Cotton's Village Inn, a former rest stop named after its owner, M.F. "Cotton" McNabney, remains standing along Main Street.

DBA promotes the community's mobile lifestyle in its ties with both historic and modern transportation. It has an active volunteer base that plans numerous leisure and entertainment options for both its residents and visitors, such as Tour de Chocolat, Hot August Nights, Tour de Metro, Pub Crawl, and Once Upon a Holiday. While the downtown atmosphere provides for spur-of-the-moment entertainment, DBA has its mind on the city's future as well. It has been working closely with city officials to develop the Downtown Development Strategy, a comprehensive plan that will guide development over the next decade. The plan covers such things as parking, transportation, market assessment, form-based zoning, and an implementation strategy.[203] DBA receives funding through private contributions, contributing members, and the City of Bloomington.

[202] http://downtownbloomington.org

[203] http://www.downtownbloomington.org/strategy/about-strategy.html

Collinsville, Illinois

Collinsville (2008 pop. 25,960) is a classic American town, but the giant catsup bottle that is perched in the center of town, known as the world's largest, is testament that Collinsville has a personality of its own. Collinsville is located 14 miles east of Saint Louis, Missouri. Two famous American roadways run through Collinsville: National Road (US 40) and Route 66.

Brook's "World's Largest" Catsup Bottle

Source: Erin and Lance Willett/CC-BY-SA-NC-ND-3.0

Since becoming a Main Street community in 2000, city officials and Downtown Collinsville, Inc. have worked to recreate a viable downtown district that is livable for its residents and engaging for its visitors. Downtown Collinsville is designed to be a traditional close-knit Main Street, particularly in its array of unique "mom and pop" businesses.

The downtown area reflects Americana heritage in its quaint and historic buildings. The Collinsville City Hall at the heart of the downtown district, built in 1885, has been restored and is still in use today, demonstrating the resilience of local history. Over 30 historic buildings are preserved in the downtown area, and a self-guided walking tour has been prepared for visitors. Other vestiges of America's past besides architecture are on display downtown, such as an original "Bull Durham" sign dating back to 1908, one of a few left of its kind.

Collinsville has a rich heritage that is also diverse, which Downtown Collinsville promotes through the local surroundings and festivities. An event of local pride is the annual horseradish festival, drawing in hundreds of citizens to celebrate Collinsville's distinction as the "horseradish capital of the world." In a nod toward its much more distant past, the Illinois Archeological Society holds an annual Indian and Artifact Show. The premiere event, however, is when the town opens up and welcomes visitors from across the globe, in a celebration of the town's Italian heritage, as many of Collinsville's residents are of Italian descent. The 2-day Italian Fest features professional Italian artists and performers, and offers dozens of opportunities to sample Italian cuisine and craftsmanship.

Through collaboration with the Catsup Bottle Preservation Group, Downtown Collinsville also organizes an annual homage to Collinsville's most unique attraction. The annual Largest Catsup Bottle Summerfest and Birthday party, held in early June, is a popular family festival with quirky contests and attractions. During the festival, the Collinsville-based Cruzin' in Antiques Classic Car club puts on a car show, part of the local car culture (and an echo of its Route 66 heritage)

that permeates the Collinsville lifestyle. It is estimated that about 5,000 motor enthusiasts attend the event each year.[204]

Dwight, Illinois

The town of Dwight (2008 pop. 4,267), is located 70 miles southwest of Chicago. Its town motto, "Not just another bump in the road," alludes to the efforts of the Dwight Main Street organization, established in 1998, to turn Dwight into a place to take an extended stay and explore all the town has to offer. Dwight has become a tourist attraction for viewing historic buildings, shopping, local entertainment, art appreciation, and Route 66 travel.

Ambler's filling station

Source: U.S. National Park Service

A portion of Route 66 runs right through Dwight, giving travelers the opportunity to cruise the fabled highway and re-create a cherished American experience. A number of 1930s-1950s structures decorate the roadway here, making Dwight a living museum of Route 66 memorabilia. Vestiges of America's past also dot the downtown area, a place few Mother Road tourists come to Dwight without visiting. Dwight Main Street's commitment to historic preservation allows the downtown area to showcase a variety of classic architectural styles: Greek Classic, Carpenter Gothic, Messkar, and one of three banks in the world designed by architect Frank Lloyd Wright.

One of Dwight's most famed preserved structures is Ambler's gas station, an early Texaco gas station that ranks high on the itinerary of many Route 66 tourists. This classic service station, after recent renovations, continues to operate as a Route 66 museum and visitors center. It was placed on the National Register of Historic Places in 2001.

A primary focus of Dwight Main Street is "rekindling the economic vitality of downtown Dwight into the exciting central core of the community that it once was."[205] Route 66 is one component of that rekindling. In an effort to preserve not only the structures of Route 66 but its culture as well, Dwight Main Street organizes an annual car festival. The show, known as "Let's Buzz the Gut," hearkens back to the 1950s when young street-rodders would use the phrase when they were ready to race through downtown Dwight. The event features a car cruise, judg-

[204] Thomas Raber. "Red All Over." *Riverfront Times*. 23 July 2003.
[205] http://www.dwightmainstreet.org

ing, raffles, and other contests. All proceeds from the event go toward Dwight Main Street projects.

Lincoln, Illinois

Lincoln (2008 pop. 14,541) received the Main Street designation from the state in 1994. The local managing agency, Main Street Lincoln, focuses its efforts on downtown business development while promoting the town's ties to two great American icons: Abraham Lincoln, and Route 66.

Lincoln was christened by none other than President Abraham Lincoln in 1853, and since then the town has worked to maintain the quality and character that President Lincoln loved in his namesake town. Thanks to the preservation efforts of Main Street Lincoln, much of the original courthouse square remains intact, and all properties are contained within as a National Register of Historic Places District. One of Lincoln's signature buildings is the neo-classical Logan County courthouse dating back to 1905.

After Abraham Lincoln sightseeing, Route 66 is the next most popular tourist attraction. Thousands of travelers pass through Lincoln every year to experience a cruise along an extensive stretch of Route 66, which is maintained through Main Street Lincoln. A number of remnants from the Route 66 era remain downtown, including the sign for the once popular Tropics Restaurant, and the Old Mill Restaurant, originally opened in 1929 and recently saved from demolition thanks to a local "Save the Mill" campaign.

Main Street Lincoln has worked to provide plenty of other reasons besides sightseeing to venture downtown; throughout the year a variety of events are held catering to families and fun-seekers, such as Taste of Lincoln, Fantastic Fridays, Prom Grand March, and Holiday Car Giveaway.[206] These events are made possible through partnerships and contributions with downtown businesses.

The Mill Restaurant

Source: U.S. National Park Service

The Lincoln downtown provides a variety of activities to keep visitors entertained. More than 100 shops and eateries make this small town a major shopping destination, featuring all kinds of mercantile, from locally run boutiques to familiar national franchises and some Illinois state specialties thrown in between. Some of these businesses are housed in designated historic buildings. To further promote Lincoln's image as a

[206] http://www.mainstreetlincoln.com/events.php

shopping destination, Main Street Lincoln now offers a Main Street Saver Card that provides shoppers with discounts at downtown retail locations.

Tropics Restaurant

Source: U.S. National Park Service

Most recently, Main Street Lincoln has been collaborating with city officials to develop a streetscape plan that will serve as a blueprint for historic district revitalization. The area hopes to further capitalize on Abraham Lincoln historic tourism, which has become increasingly popular over the years. The plan is intended not only to support the historic sites but to enhance the downtown business district.

Pontiac, Illinois

Pontiac (2008 pop. 11,258) is a suburban area located 100 miles south of Chicago off I-55. Pontiac has long been recognized as an exemplary Main Street community and was one of the first towns registered under the state program. Since 1988, a dedicated group of volunteers known as P.R.O.U.D. (Pontiac Redeveloping Our United Downtown) has pursued its mission to revitalize the central business district and promote its historic assets.

P.R.O.U.D. has focused its efforts on historic preservation, and several of the buildings in the downtown area are on the National Register of Historic Places, providing visitors with a full day of architectural sightseeing. The downtown embodies much of the nostalgic charm of a historic downtown, right down to its core where the city courthouse from 1900 is still in use today.

P.R.O.U.D. has had a major role in attracting business to the downtown area. As one strolls through downtown Pontiac, they may browse over 40 shops offering a diverse array of products, from locally made crafts and novelties to more practical shoppers' goods like furniture and housewares. Shoppers also benefit from a relatively modest sales tax (6.25% versus 9.75% in Chicago).

Pontiac has made use of its local artistic talent; more than 20-hand painted murals adorn walls and building facades throughout the town. (See Chapter 6 and the Technical Report Volume II for a detailed case study of the Pontiac murals.) The murals were painted during one weekend in 2009 when Iowa-based Walldogs International chose Pontiac as the host city for its annual convention. The Walldogs began in 1993 as an effort to preserve the art of mural painting, a form of advertising that was prevalent at the turn of the 20th century but since replaced with computer design programs and now remaining on a dwindling number of faded facades across the county (often referred to as "ghost signs").

The murals in Pontiac depict scenes from both Pontiac's past, such as a visit from Abraham Lincoln, and an advertisement for Pontiac's former newspaper, the *Weekly Sentential*. In general, the murals also hearken back to simpler times in American history, depicting iconic Americana imagery like Coca Cola advertisements and old Main Street storefronts. The oldest and largest mural in Pontiac is the Route 66 shield mural that sits behind the Route 66 Association of Illinois' Hall of Fame and Museum, which also has the distinction as the largest Route 66 shield in the world.

Route 66 Shield mural

Source: U.S. National Park Service

The Walldogs have left a lasting impression on the buildings of Pontiac and in the minds of local residents. The village of Pontiac, encouraged by the tourist appeal of its murals, pooled its resources to further promote and preserve mural art, and in May of 2010 the Walldogs Sign and Art Museum was opened to the public. The museum tells the history of mural advertising, with photo archives and artifacts of ghost signs across the country.

Pontiac is particularly proud of its association with Route 66 and celebrates it with several annual events. During 50s/60s weekend, a hot rod cruise culminates at a stop at a classic local gas station, while the Father's Day weekend Antique and Classic Car show is a favorite local family event.

P.R.O.U.D.'s efforts have paid off in the form of national publicity for its picturesque downtown. Pontiac has many characteristics of the traditional American town, and it has been recognized by *Time* magazine (1997) as one of the best small towns in America.[207]

[207] www.pontiac.org

Springfield Old Capitol Building

Source: U.S. National Park Service

Springfield, Illinois

The city of Springfield (2008 pop. 117,352), is located in central Illinois and is about 80 miles northeast of Saint Louis, Missouri. Besides being the Illinois state capital, Springfield is most famous for being the town where Abraham Lincoln spent the early years of his legal and political career. Many sites throughout Springfield chronicle the places Lincoln frequented throughout his young adulthood. Since 1993, the non-profit, volunteer-driven Downtown Springfield, Inc. has taken the responsibility for ensuring these structures remain preserved, as well as other buildings in downtown Springfield. An important example is in the heart of the downtown area, where the Old State Capitol building from the late 1800s takes a prominent position in the city skyline.

Downtown Springfield, Inc. is funded primarily through private-sector grants and corporate sponsorships. The group is very active; it has two full-time staff members and a board of directors that meets monthly. They have organized a number of events for visitors and residents alike, such as the Old Capitol Art Fair, the International Carillon Festival, the Illinois State Fair, and the Springfield Air and Rendezvous Show.

As a large city, Springfield offers a large-scale shopping experience. Downtown Springfield, Inc. has worked to attract a diverse array of shops that cover a variety of price ranges to draw in a broad customer base.

Also of importance is the local connection with the historic Route 66. A portion of the road runs by Springfield. A popular attraction for Route 66 tourists is Shea's vintage filling station, which has been operating in Springfield for over 50 years, first as a gas station and currently as a museum for Route 66 service station memorabilia. The annual three-day International Route 66 Mother Road Car Show is among Springfield's most highly publicized events, and attracting thousands of car enthusiasts every September. Both Shea's and the Mother Road car show are described in greater detail in Chapter 6 of this volume and Technical Report Volume II.

Downtown Springfield, Inc. also strives to maintain a quality appearance in the downtown area and operates a banner program under a licensing agreement with the City of Springfield. Businesses may purchase banners and rent poles at discount prices that promote the downtown area and help create an integrated design among the downtown businesses.

International Route 66 Mother Road Car Show

Source: U.S. National Park Service

SELECTED OKLAHOMA MAIN STREET PROGRAMS ON ROUTE 66

Miami, Oklahoma

The City of Miami, nicknamed the "Gateway to Oklahoma," is located in the northeastern corner of the state. The section of Route 66 that goes through the city has the last original Ribbon Road that is listed as an Oklahoma National Historic Landmark. The Miami Main Street Program was established in 1995. Its mission is to improve the quality of life in the City of Miami by strengthening the downtown area as the center of the community. Some key initiatives in this regard include:

- Public/Private partnerships that facilitate below-market-interest financing for storefront rehab (1% below prime)
- No-cost assistance preparing detailed business plans for businesses in the district
- No-cost assistance from professional interior designers and exterior architects
- Window and awning grants for which Miami Main Street will provide 50/50 matching funds up to $500 for projects such as uncovering windows and making repairs

One of the notable projects in the downtown district includes the ongoing restoration of the 1,600-seat Coleman Theatre, which was originally a vaudeville theatre and movie palace that opened in 1929. The theatre was donated to the City of Miami by the Coleman family in 1989, and successful restoration efforts are ongoing[208] (see detailed case study in Chapter 6 and the Technical Report Volume II).

The Coleman Theater

Source: U.S. National Park Service

Another local attraction is The Dobson Museum, which is part of the Dobson Memorial Center Campus and located just 1 block off historic Route 66. The Dobson Museum displays locally pertinent historical items including an Indian cultural collection, an area mining display, a family history center, and over 5,000 local historical items.[209]

[208] http://colemantheatre.org/pgs/rebirth.htm
[209] http://www.route66memorabilia.org/dobson.html

TEXAS MAIN STREET PROGRAM ON ROUTE 66

Amarillo, Texas

6th Street Texaco Gas Station

Source: U.S. National Park Service

Amarillo is the 15th largest city in the state of Texas, the largest in the Texas Panhandle and the seat of Potter County. In 1991, concerned citizens from the City of Amarillo established a non-profit organization called "Center City" to oversee the revitalization of Amarillo's historic downtown area. The organization is governed by a volunteer board of directors and receives financial support from the city government, private donors, and through fundraising events. Through a partnership with the City of Amarillo and Center City, there have been 59 façade grants awarded to improve the first impressions of buildings in the core downtown area. Each recipient had to invest a two-to-one match to receive $10,000; in its 10 years, more than $1 million has been invested in downtown improvements.[210] As of March 2009, the total amount of money invested in downtown Amarillo was just over the $46 million mark in just three years.[211]

Amarillo holds annual events that capitalize on its location along Route 66, like the Annual Texas Route 66 Festival, the Route 66 Annual Fall Festival and Car Show, and the Polk Street Block Party. The city has 6 different home-owned eateries, multiple bars and clubs, the Panhandle Plains Historical Museum, and the American Quarter Horse Hall of Fame and Museum. Area historic attractions include the Cadillac Ranch and The Big Texan Steak Ranch, both located along I-40 (Historic Route 66). The Cadillac Ranch is a public art installation along I-40 (Route 66) and consists of a number of Cadillacs from different periods half buried in the ground. The Big Texan Steak Ranch is a restaurant and motel, famous for the "Texas King Challenge" which challenges diners to eat a 72-ounce steak nicknamed "The Texas King" in one hour for the distinction of having their names recorded and posted at the restaurant and receiving their meal for free.

Center City recently teamed up with the Amarillo Historical Preservation Foundation to restore the 1936 pueblo-deco Paramount Theater sign. Once a lively, decorative host to shows likes "The Phantom of the Opera," it has recently been converted to office space. The restoration was

[210] http://www.centercity.org/programs.php

[211] Loftin, Billy. "Downtown Amarillo'S Impressive Re-Investment Numbers" March 30, 2009. http://www.connectamarillo.com/neighborhood/story.aspx?list=196277&id=280354

made possible by Center City's contributions totaling $40,000. Another major boost for downtown economic activity occurred in 2008 when West Texas A&M University moved into two floors of the 31-story Chase Tower in the historic downtown area, which increased the amount of people to support local restaurants and other downtown businesses.

A recent project undertaken in Center City is the $16 million conversion of the Fisk Building to become a 108-hotel room Courtyard by Marriott Hotel. The building was originally constructed in 1927 as the Fisk Medical Arts Building and had been a bank, a jewelry store, and medical and professional offices. The hotel opened on December 31, 2010 as part of the Center City Tax Increment Reinvestment Zone initiative. Another key initiative currently under way in Amarillo is the $5 million restoration of the Potter County Courthouse through the Texas Historical Commission.

The Cadillac Ranch

Source: Richie Diesterheft/CC-BY-SA-NC-ND-3.0

SAMPLE NEW MEXICO MAIN STREET PROGRAMS ON ROUTE 66

Albuquerque, New Mexico

Amidst the expansion and modernization of Albuquerque (2008 pop. 521,999) is a neighborhood whose small-town atmosphere remains as intact as the stretch of Route 66 that bisects it. The Nob Hill neighborhood, in downtown Albuquerque (near the University of New Mexico), has a Main Street program to promote its downtown business district and its ties to the Route 66 era. Nob Hill has remnants of two different alignments of Route 66, one along Fourth Street, and a later version when the road was realigned to Center Avenue. The intersection of Fourth and Central is not only an intersection in the literal sense but represents the intersection between past and present, and is the meeting point of a variety of different cultures and lifestyles.

Kimo Theatre

Source: U.S. National Park Service

The Nob Hill Main Street program is coordinated through a joint initiative between Nob Hill-Highland Renaissance Corporation, the Nob Hill Business Association, and the Route 66 De Anza Corporation. Their mission is to "provide for the continued revitalization of the Nob Hill business district and surrounding neighborhoods by increasing awareness of the district and providing for its continued vitality, sustainability, preservation of its historic resources, and economic and social diversity."[212]

Central Avenue is the street along which the downtown retail sector runs. The area has a number of privately owned businesses, many of which have redesigned building facades, giving Central Avenue a colorful, artistic character. It is a functional Main Street that provides goods and services for residents, but also offers unique one-of-a-kind items showcasing the cultural diversity of Albuquerque to visitors.

Main Street

Source: U.S. National Park Service

Nob Hill Main Street is devoted to preserving the area's past, and Central Avenue contains many historic structures, particularly those relating to Route 66, such as the Route 66 Diner that reproduces the iconic cultural ambience of the 1950s. From an architectural standpoint, there are many Nob Hill and nearby buildings to appreciate. The Kimo Theatre in downtown Albuquerque is a

[212] www.route66central.com

Vintage neon sign at the El Vado Motel

Source: U.S. National Park Service

rare example of pueblo deco architecture, which blends the Main Street design with ornate southwestern Native American art. The theatre was saved from demolition in 1977 and has since undergone renovations to showcase this unique architectural style. Kelly's Brew Pub, a restaurant converted from a former Ford car dealership, is also found in Nob Hill. Kelly's is detailed as a case study in Chapter 6 and the Technical Report Volume II.

At night, Central Avenue comes alive with color from nearly a dozen vintage neon signs from the Route 66 era pointing travelers toward accommodations along this road, giving it the nickname "motel road." One of its most recognizable structures is El Vado Motel, which has been in Albuquerque for nearly 60 years and is now on the National Register of Historic Places.

Nob Hill Main Street also organizes a variety of events to bring together its diverse community and share its cultural assets with others. Starting in July 2010, Nob Hill will pay homage to its Route 66 heritage with the launch of the annual Route 66 Days and Nights festival. Nob Hill Main Street has worked with the City of Albuquerque to wrap several events into the three-day festival, which will include the Albuquerque Summerfest (part of the New Mexico Jazz Festival), and the tenth annual Neon Car Cruise.

Bernalillo, New Mexico

Bernalillo, located 15 miles north of Albuquerque, is a small town (2008 pop. 9,238) that has a rich history dating back to its founding in 1655. For decades, Bernalillo has served as a crossroads for several major roadways, including El Camino Real, Old Highway 85 and Route 66. The Main Street, Camino Del Pueblo, is one of the oldest roads in the town and was formerly an important link between Santa Fe and Mexico City. As such, Bernalillo played a historic role as a service stop for travelers, and has saved many structures from its past from destruction, including old signs, gas stations, and service garages. Bernalillo became a New Mexico Main Street community in 1987. The program is run through the Bernalillo Main Street Association, a non-

A performance from Las Fiestas de San Lorenzo

Source: www.townofbernalillo.com

profit, volunteer-driven organization. The Main Street District runs along Camino Del Pueblo through downtown Bernalillo, which contains many historic buildings. As of 2006, Bernalillo has 26 businesses located in Main Street, which accounted for a quarter of all Bernalillo businesses. The retail sector is the largest employer in the Main Street area.[213]

Bernalillo perpetuates an interest in classic automobiles, which reflects its connection to Route 66. The Old Route 66 Antique, Custom, and Classic Car Show attracts residents and visitors from surrounding towns to show off their restored automobiles and enter them for judging. Classic cars can also be found at the J&R Vintage Auto Museum, where they're not only on display but available for purchase.

Bernalillo Main Street also promotes the town's multi cultural heritage and celebrates it every August during the Las Fiestas de San Lorenzo festival. Many local offices and business close to attend the event, which recognizes Bernalillo's predominantly Hispanic population. The highlight of the festival is a downtown parade featuring dancers from Los Matachines as they perform dances whose origins date back to the 1600s.

Santa Rosa, New Mexico

Santa Rosa is a small town of just under 3,000 (2008 Census) that was founded in 1856 as a Spanish Rancho. Its scenery is emblematic of Route 66, such that John Ford chose Santa Rosa as the filming location for the closing scenes in the 1940 movie *The Grapes of Wrath*.

Downtown Santa Rosa

Photo source: U.S. National Park Service

The downtown area is small but offers attractive stores and reflects the architecture of an old western town. As of 2007, the area had 18 businesses that created 75 jobs.[214] At one point, Route 66 provided the foundation for the local economy, bringing in travelers seeking food and shelter; today Route 66 still drives the economy, but in the form of heritage tourism. Santa Rosa is known for its many vintage restaurants, diners, and roadside food stands. Among these landmarks are the Comet II, Sun N' Sand, and Lake City Diner—all establishments that have garnered a reputation among seasoned Route 66 travelers.

Another popular icon is the "Fat Man," a distinctive caricature that once belonged to the Club Café, and upon demolition was saved by local restaurant owners to be moved to Joseph's Bar and Grill, itself a long-standing eatery.

[213] Bernalillo Main Street: Community Economic Assessment http://www.townofbernalillo.org/bsa/BBER_Bernalillo_CES_110207_FINAL.pdf

[214] 2007 Santa Rosa Community Economic Assessment http://bber.unm.edu/pubs/MAINSTREET_Santa_Rosa.pdf

In cases where old buildings no longer stand, their preserved signs mark their place, such as the neon signs for the Comet Drive-In and Silver Moon restaurant.

Santa Rosa Main Street puts on several annual events to drum up community spirit, like its annual Block Party event. The events are designed to promote tourism as well; one of the most popular annual events is the Route 66 Festival and Main Street events. In June 2010, it held its 10th anniversary, featuring activities such as car judging, live entertainment, games, and exhibits.

The car culture that permeates Route 66 tourism can also be found at the Route 66 Auto Museum, owned and operated by local mechanic and classic car collector James "Bozo" Cordova. The museum showcases 30 cars from the 1930s through the 1970s that are also available for purchase. In addition, many signs and other Route 66 memorabilia are on display.

Tucumcari, New Mexico

Tucumcari (2008 pop. 5,268) is a small town in eastern New Mexico. It contains many structures from its past as a rest stop along Route 66 and is a well-known place to visit to get a sense of the historic and cultural essence of Route 66. Many of the Route 66-era structures have been renovated with the help of the Tucumcari Main Street program, which the town implemented in 2006. Some of these buildings can be found along Tucumcari's "motel row," like the Blue Swallow Motel, which has been servicing Route 66 travelers since 1939 (detailed as a case study in Chapter 7), and Teepee Curios, an old trading post with a distinctive storefront.

The Blue Swallow Motel

Source: U.S. National Park Service

A historic structure in which Tucumcari Main Street is strongly invested is the train depot located in the downtown area. The train station was built in 1926 and is a unique example of Spanish colonial revival architecture. In 2009, Tucumcari Main Street received a $1.4 million grant from the state government to improve its downtown infrastructure, most of which has gone toward the rehabilitation of the train station.[215]

Tucumcari Main Street Association's local sponsors are the City of Tucumcari, the Greater Tucumcari Economic Development Corporation and the Tucumcari/Quay County Chamber of Commerce.[216] The organization has a strong focus on its downtown area and strives to make it a

[215] "What's happening on Main Street," http://www.tucumcarimainstreet.com/Default.aspx?pageId=399029
[216] www.tucumcarmainstreet.com

destination for shopping and cultural diversions. As of 2007, 72 businesses were operating downtown, employing 444 people.[217] To help draw businesses, Tucumcari Main Street keeps a list of available Main Street properties on the organization's website.

In enhancing the design of the downtown, local artists Sharon and Doug Quarles were commissioned to paint more than a dozen murals depicting the history and local heritage of Tucumcari. Tucumcari Main Street has been working to expand its arts and entertainment options, and in 2007 a volunteer group of local artists and art supporters raised enough money to open Eastern New Mexico ArtSpace, an organization that plans art-related events and has a gallery to showcase local art. Business development is a high priority among leaders. The members of Tucumcari Main Street have been working hard to regain the confidence of local residents after an initiative in the middle 1980s to close off Main Street to vehicular traffic resulted in widespread business failures.

To guide further development, Tucumcari Main Street is working with the City of Tucumcari, the Greater Tucumcari Economic Development Corporation, and the Tucumcari Chamber of Commerce to develop a master plan for the downtown area. The initiative was made possible by a $70,000 grant received in 2008 from the New Mexico Economic Development Department's Main Street Division.[218]

ARIZONA MAIN STREET PROGRAMS

Williams, Arizona

Williams, also known as the "Gateway to the Grand Canyon," is located in Northern Arizona, 30 miles west of Flagstaff and just off I-40 on Route 66. Williams was the last town located on Route 66 to be bypassed by I-40 in 1984, which was the same year that the downtown business district was placed on the National Register of Historic Places. Williams is also the terminus of the Grand Canyon Railway, a significant tourist attraction and year-round source of revenue.

Williams streetscape

Source: U.S. National Park Service

Tourism, tourist-oriented retail, and service firms are the economic backbone of the Williams economy, and the Williams Main Street Association has been an integral part of cultivating these industries.[219] The Williams Main Street Association is a very active organization, engaging

[217] 2007 Tucumcari Main Street Economic Assessment, http://bber.unm.edu/pubs/MAINSTREET_Tucumcari.pdf
[218] "What's happening on Main Street,"
[219] http://www.williamschamber.com/Main-Street-Association.25.0.html

in both public outreach and informational sessions throughout the year and publishing monthly newsletters to keep businesses and the local residents informed about the Main Street program's activities. The program has worked to encourage façade renovations of the historic Jackson and other buildings. The Main Street Association has acquired a trademark on the phrase "Cruise the Loop" and is utilizing the town's proximity to historic Route 66 to attract Route 66 enthusiasts as part of their economic development marketing campaign. There is a designated "Cruise the Loop Lane" that guides visitors around the Main Street district in order to get the full "Main Street Experience." In 2006, Williams was designated as a "National *Preserve America* Community," and in 1997 Williams Main Street received two Arizona Main Street Awards for Best Façade Renovation (the Jackson Building) and New Main Street Business of the Year (Route 66 Magazine—no longer located in Williams).[220]

Colors of the West Trading Post, Williams

Source: U.S. National Park Service

OVERALL PERSPECTIVE ON THE ROUTE 66 MAIN STREET PROGRAM TO DATE AND FUTURE POTENTIAL

Let us step back from the individual Main Street programs and consider what they as a group have accomplished to date and their future potential.

The Route 66 Main Street programs have *fostered preservation of local, often downtown, historic resources* through securing financing, encouraging adaptive reuse, and other strategies. Examples include preserving historic court houses and downtown squares in Bloomington and Lincoln, Illinois; preparing a self-guided tour of 30 historic downtown buildings in Collinsville, Illinois; operating a heritage express trolley in El Reno, Oklahoma; restoring a 1946 pueblo deco Paramount Theatre sign in Amarillo, Texas; preserving a 1926 train depot in Tucumcari, New Mexico; and the façade renovation of the historic Jackson Building in Williams, Arizona.

The Route 66 Main Street programs have *engaged in many activities to promote improved local business activity*. They publicize local businesses, such as the Berwyn, Illinois program publishing a downtown vendor directory and the Main Street in Springfield, Illinois offering business banners. They offer financing, technical and other assistance for façade improvements (e.g., Miami, Oklahoma and Amarillo, Texas). They stage festivals and "events" of all stripes to attract tourists and regional shoppers. Examples include: "Cartopia" Annual Parade (Berwyn, Illinois), annual Horseradish Festival and "Largest Catsup Bottle Summerfest" (Collinsville, Illinois), International Carillion Festival (Springfield, Illinois), Las Fiestas de San Lorrenzo (Bernalillo, New Mexico) and the annual Lemon Festival (Upland, California).

[220] Arizona Communications Group. Williams Fact Sheet http://www.arizonatravelnews.org/williamsfactsheet.html

The Route 66 Main Street programs, not surprisingly, *frequently help preserve and publicize Route 66 historic resources*. The Miami, Oklahoma program helps spread the word regarding the Mother Road-sited Coleman Theater and, in a similar vein, so has the Albuquerque, New Mexico program regarding the Route 66 Diner and the Kimo Theater. The Upland, California Main Street program helped preserve the iconic neon sign at Taco King. The Main Street programs frequently stage or participate in Mother Road-themed events, many of these automobile related. Examples include the Route 66 Annual Car Show (Berwyn, Illinois), "Cruzin" Car Show" (Collinsville, Illinois), "Lets Buzz the Gut" (Dwight, Illinois), International Route 66 Mother Road Car Show (Springfield, Illinois), Annual Texas Route 66 Festival and Route 66 Annual Fall Festival (Amarillo, Texas), Annual Neon Car Cruise (Albuquerque, New Mexico), Old Route 66 Antique, Custom, and Classic Car Show (Bernalillo, New Mexico), "Fire and Ice" Bike Rally (Grants, New Mexico), Route 66 Festival and Main Street Event (Santa Rose, New Mexico), and "Cruise the Loop" (Williams, Arizona).

The Route 66 Main Street programs have realized substantial activity and investment, as is summarized in Table 5.4 from data obtained from each state's Main Street office. From the inception of Main Street in the 25 communities (recall this inception varies among this group) to date (2008, last year program data are available), there have been cumulatively 1,193 rehabilitation projects, 772 new construction projects, 319 public improvement projects, $923 million in investment ($122 million rehabilitation, $203 million new construction and $599 million public improvements), and the creation of over 5,000 permanent jobs. On an annual average over the three-year period between 2006 and 2008, the 25 Route 66 Main Street programs have realized in total 157, 60, and 153 rehabilitation, new construction, and public improvement projects, respectively, $67 million in investment ($17 million rehabilitation, $17 million new construction, and $33 million public improvements), and the creation of 806 permanent jobs.

Table 5.4
Route 66 Main Street Program Investment Statistics, 2006-2008

Activities	Cumulative Program Total (Inception to 2008)	2006-2008 Total	2006-2008 Annual Average
Number Façade Rehabilitations	1,193	471	157
Number of New Construction Projects	772	179	60
Number of Buildings Sold	326	101	34
Value Buildings Sold ($millions, nominal year)	$53.8	$33.6	$11.2
Net Gain in Business	1,183	351	110
Number Public Improvement Projects	319	158	153
Investment ($ millions 2008 adjusted for inflation)			
Rehabilitation	$121.8	$50.0	$16.8
New Construction	$202.8	$51.9	$17.3
Public Improvements	$598.8	$98.7	$32.9
Total Rehabilitation, New Construction and Public Improvements	$923.4	$200.6	$66.8
Number of Jobs	5,643	2,417	806

In sum, the existing Route 66 Main Street programs have accomplished much. Yet there is more potential to be realized, as surely there are other communities than 25 current members along the 2,400-mile Mother Road that could benefit from a strategy combining preservation and economic development and Route 66 themes. While full Main Street program participation may be a reach for the many small towns along the Route having limited financial and personnel resources, perhaps we need to think of a variation of the current Main Street model ("Main Street 'Lite'"?) that works for these smaller municipalities (this might entail the "Aspiring," "Affiliate," and "Associate"-tier memberships in Main Street, such as that adopted by Missouri.) Vigilance is also needed to keep Main Street flourishing as cash-starved states may rethink their support for the program. This is no idle fear. For instance, the preservation advocacy group Landmarks Illinois recently (April 2010) put the Illinois Main Street program tops on their "endangered history list," for state and other cutbacks have left the Illinois Main Street office "all but closed." This is particularly unfortunate given Illinois' long and proud participation in Main Street generally and its outstanding Main Street Route 66 efforts in particular. Also in sum, Main Street Programs are often focused on the traditional 19th century core, sometimes at the expense of the strip development that expanded Main Street with the coming of Route 66. Main Street programs should be sure to include the 20th century resources of the strip, beyond the traditional core, as this is where much of the classic Route 66 fabric "lives."

CHAPTER 6

CASE STUDIES OF ROUTE 66

INTRODUCTION

Rutgers has conducted 25 case studies of a variety of iconic Route 66 restaurants, motels, gas stations and other Mother Road attractions (see Table 6.1 for a list). The cases were selected in consultation with the Route 66 Corridor Preservation Program (National Park Service), an informal advisory committee of Route 66 experts, and review of Route 66 guide books and similar literature. Besides helping convey the "story" and personalities of well-known Route 66 places, a major objective of this work was to better understand the impact of the resources studied on their host communities, especially economic effects. Driving much of that impact is the considerable heritage travel attracted by the sites.

Each case study comprises an approximate 10- to 15-page write-up that is consistently organized into three sections: 1) *Host Community Overview* (community location and basic population, socioeconomic and housing profile), 2) *Resource Description* (the history, significant events and principal participants of each case study), and 3) *Economic / Other Impacts* (quantitative and qualitative effects, focusing on economic consequences).

The information presented in the case studies came from a wide array of sources. For each case we began by mining for information from the census (for host community population and other statistics), the Internet, news archives, Route 66 guidebooks, and seminal Route 66 literature, such as *The Mother Road*, by Michael Wallis. Following this background of research, Rutgers reached out to the "principals" of each site (typically owners or managers). We also asked the principals for other knowledgeable contact persons /entities, often local businesses. This evoked a chain of calls as one contact would recommend another. (This is referred to as a "snowball" survey or more technically, a "respondent-driven sampling.") In all cases, we also contacted local government offices, such as the town business administrator.

Another resource tapped by Rutgers were visitor logbooks as they were kept by the case study sites. These were typically a voluntary sign-in book made available by a site's entrance/exit counter, cashier etc. where visitors, as they so elected, would write their names, state/country of origin and sometimes comments. Rutgers secured six such logbooks[221] (not all of our sites had these or would make them available) and then coded each of the line-by-line name entries (in some cases this had already been done by the site) in order to tabulate the number of entries and to ascertain where visitors came from. While a useful resource, we recognize its limitations. Not all of the sites have visitor logbooks, and where logbooks are found, not all visitors sign in.

[221] For the Ariston Café, Shea's Station, Joliet Historical Museum, Round Barn, and the Route 66 Museums in both Eureka, MO and Clinto, OK.

Additionally, there may be self-selection bias among those that do record their visit. (Visitors from afar are more likely to sign-in as compared with "locals.")

In sum, the Rutgers case studies tapped background sources, (e.g., census, the Internet, and books), conducted a chain of interviews, and tapped on-site information such as logbooks. Despite these multifaceted probes, the case study information has unfortunate gaps, especially with regards to quantifying economic effects. In numerous instances, the requested information (e.g., visitation statistics) was simply not available or could not be secured given the time/resources available to us. Given the small size of many of the host communities (detailed shortly), there was often not a town business administrator or economic development director who could quantify site tax revenue and other requested information. Yet on the whole, much valuable information was secured by the case study investigation.

CASE STUDY DETAIL, PROFILE, AND SETTING

- The 25 cases are briefly described in Table 6.2. They purposely include examples in all eight Route 66 states, with the largest clusters found in Illinois and Oklahoma (see Table 6.1). This state emphasis was coincidental rather than deliberate—it reflects the sites recommended by the advisory panel and others. The cases are listed (Tables 6.1 and 6.2) in geographic order by state, from Illinois westward to California (mirroring the direction taken by many Route 66 travelers; see Chapter 3) and within each state, the sites are organized alphabetically. Thus, the first case listed is the Palms Grill, since it is found in Illinois in the town of Atlanta, the second case is Joliet, IL and so on (see Table 6.1).

- The sites are in communities of tremendously varying size (see Table 6.1), from a local population of about 300 to a city of approximately 450,000 (reflecting the diversity of community sizes along the Mother Road). The median population of the case study sites is a modest 8,800, reflecting the propensity of iconic Route 66 places to be located in small-town America. As with their populations, the economic situation of each of the 25 cases varies considerably. The individual case study considers the economic profile of each in depth and to convey a measure of that economic character, Table 6.1 reports the percent of the population officially classified as living in "poverty." That share varies from 2.3% in Miami, OK to 29.8% in Arcadia, OK. As a group, the case study communities confront economic challenge (as revealed by the poverty rate). About six-tenths of the communities have a poverty rate of 20% or higher (i.e. at least one-in-five residents lives in poverty). The median poverty rate for the entire group is about 20%.

- The 25 case studies included a variety of resources. As detailed in Tables 6.3, these include restaurants, hotel/motels, gas stations, museums (Route 66-themed), other places of art and entertainment (murals in Pontiac, IL and Cuba, MO as well as car shows in Springfield, OK and San Bernardino, CA). As is also evident from Table 6.3, some of the cases involve adaptive reuse (see changes in "historical use" versus "current use").

- About half of the 25 sites are either on the National Register of Historic Places—the federal roster of landmarks—or are eligible for the Register. The sites on or eligible for the Register include, as examples, the Palms Grill, Ariston Café, Kan-O-Tex Gas Station, Round Barn, Rock Café, Blue Swallow Motel, and La Posada. (See table 6.1 for full specification.) Of the 25 cases, three are government-owned (Joliet Historical Museum, Route 66 Park, and Route 66 Museum) and the remainder are private non-profit or private for profit entities, with the private for-profit group predominating.

- The sites include six resources aided by cost share grants from the NPS Route 66 Corridor Preservation Program (Palms Grill, Ariston Café, Round Barn, Rock Café, Vickery Station, Meadow Gold Sign and the Blue Swallow) as well as numerous cases where the grant was not applied for (e.g., the Kelly's Brew Pub adaptive reuse was effected before the cost share program was available) or where the grant would not have been eligible (e.g., car shows in Springfield, IL and San Bernardino, CA). The 25 cases include only three instances where the federal historic tax credit was utilized (Vickery Station, Kelly's Brew Pub, and La Posada)—a "light" level of taking advantage of one of the largest subsidies available for historic preservation tie United States (a topic discussed in this study's concluding Chapter 7).

- The case studies comprise compelling tales, often involving the meeting and overcoming adversity by personalities that defy average. The reader can get a taste of these attributes from perusing the thumbnail sketches in Table 6.2, but these short summaries only scratch the surface. So let us add some details and examples.

    - Born in 1902, Lillian Redman arrived in New Mexico in 1916 in a covered wagon, and worked as a "Harvey Girl" in one of the restaurants of the famous Fred Harvey Company hospitality empire of the early 20th century. Redman received the Blue Swallow motor court—best known for its iconic blue neon sign—in Tucumcari, NM as an engagement gift in 1958. She served as proprietress of the establishment with a home spun philosophy for the next 40 years. The following text is copied from a hand signed note from Redman to a 1992 Blue Swallow guest[222]:

        > *In ancient times, there was a prayer for "The Stranger Within our Gates." Because this motel is a human institution to serve people… we hope that God will grant you peace and rest…. We are all travelers…may these days be pleasant for you, profitable for society, helpful for those you meet, and a joy to those you know and love you best.*

[222] Michael Wallis, *Route 66: The Mother Road*. St. Martin's Press, 2001, 151

- The Rock Café in Stroud, OK was built of rocks excavated from the original construction of Route 66. Roy Stroud, who founded the town in 1892 and ran a salon selling "whiskey and libations to the rabble-rousting"[223] locals, bought the excavated rock for just $5. The Rock Café's most recent owner, Dawn Welch, who took over in 1993, reenergized the waning establishment, but then faced a catastrophic fire in 2008. She rebuilt the Rock with much grit and community assistance. Welch served as inspiration for the character "Sally" in the Pixar/Disney Film *Cars.* Let Dawn (who also is an authoress of a cookbook with sass and good recipes) describe in her inimitable words how she came to the Rock and her proprietorship there[224]:

  > *I grew up in the somewhat small town of Yukon, Oklahoma. As far back as I can remember, I had big dreams of working on a cruise ship and seeing the world. Soon after graduating from high school, I packed my bags and headed to Miami (where I didn't know a soul) and miraculously within one day landed a job working for a cruise ship line. I traveled for 4 years, visiting places near and far…*
  >
  > *During a trip home to visit my mom, fate intervened in the form of an inheritance from my grandmother, who left me 25 acres of Oklahoma property and a darn good reason to reconsider my nomadic existence. When I was given the opportunity to buy the Rock Café, an historic 25-seat restaurant on Route 66 in Stroud…I thought, why not give it a go?...*
  >
  > *That took a lot of gumption on my part, as I didn't know the first thing about cooking or running a restaurant, but my hard work and trial-by-error approach paid off... It wasn't long before the locals and tourists were back. Although throughout the years I've made some changes to the original menu—we no longer smoke our barbecue, and we've added quiche and spaetzle to the menu—I like to think we've never strayed too far from the philosophy of good food, good service, and good prices…*

- Cool Springs Camp of Kingman, Arizona, a sought-after oasis on a treacherous leg of old Route 66, did not seem to have much of a future after it was literally blown up in a 1991 movie shoot (Universal Soldier). That did not dissuade Ned Leuchtner, a real estate agent from Chicago, who discovered the remains of Cool Springs in 1997 while traveling out west. He took it upon himself to bring the place back to life and by 2004 had realized this goal and transformed the camp to its near-original state.

[223] Dawn Welch with Raquel Pelzel, *Dollars to Donuts*. 2009, viii
[224] Dawn Welch with Raquel Pelzel, Dollars to Donuts, vi-vii

- The siren song of restoring a faded special place—La Posada Hotel of Winslow, AZ—also struck Alan Affeldt, an art connoisseur and business entrepreneur, his wife Tina Mion, a renowned artist, and a third partner, Daniel Lutzick. Built in 1930, La Posada had been a jewel of a hotel made possible by the entrepreneurial acumen of Fred Harvey (of "Harvey Houses" fame) the creative genius of architect Mary Elizabeth Jane Coulter, and the good fortune of Winslow being the Arizona headquarters of the Santa Fe Railroad. But times and travel modes changed (e.g., fewer railroad passengers) which led to La Posada closing in 1957 and its museum quality furnishing being auctioned off. Forty years later, in 1997, our trio of Affeldt, Mion and Lutzick became inspired to bring La Posada back to its former glory. They have done just that. They have reclaimed the hotel's elaborate gardens, restored the special room and lobby detail and reclaimed some of the original furniture. (Hotel personnel do admit, however, that despite "clearing" over 300 ghosts from the premises, some still remain.)

- The town of Arcadia was formed in 1902, not long after the Oklahoma Land Rush (1893) and before the former Oklahoma territory became a state (1907). Arcadia's founder, Bill Odor, helped build a monumental scale Round Barn in 1898 that became the town's landmark and a famous OK site that stood the test of time until 1988 when it collapsed. Enter Luke Robinson, a retired carpenter who remembered the Round Barn from dances in the 1930s. Working with a group or retirees (dubbed the "Over the Hill Gang") and sympathetic others, Robinson et al restored the Round Barn using construction techniques that mimicked Odor's original craftsmanship (e.g., soaking huge slabs of lumber in a creek to make them pliable). Luke deadpans that "I thought I was just fixing up an old barn," but it was much more than that as Robinson and his crew "salvaged the most powerful reminder of Arcadia's frontier roots and probably the most recognized historic site in the state."

- There are many other compelling tales and outsize personalities in the case studies. A brief one-two sentence description of some includes:

  - John Nunn drawing an image in the sand with a stray nail of the rest stop he envisioned in Shamrock, TX, a rendering that ultimately resulted in the iconic Conoco Station, with its landmark 100 foot tower (and inspiration for "The House of Body Art" in the movie *Cars*).

  - Williams Shea, a World War II veteran who returned in 1946 to run for half a century, a local Springfield, IL gas station that was ultimately transformed into a time capsule-like museum with decades of oil company memorabilia (e.g. vintage gas pumps, signs, and marketing items) along with some personal items such as

sand from D-Day scooped up by Shea. The museum is operated by Shea, an octogenarian, and his family.

- "Four Women on the Route" (literally) reclaimed an abandoned Kan-O-Tex gas station in Galena, KS (a small town of 3,000 with one-tenth its peak mining-boom population) into a snack bar and gift shop, with yet future expansion plans (converting "Steffleback House," a former bordello, into a Bed and Breakfast). A rusty truck on the gas station's premises served as the inspiration for the movie character "Tow-Mater" in *Cars*. (A Galena 4th-grader called the truck "Tow-Tater" and this parlance is used locally).

- The Ariston Café in Litchfield, IL, has been run by the Adam family since the 1920s (today, husband, wife and son) and over the past near century, its good food, proprietor warmth and conversation, and period furnishings (including a mounted marlin and neon sign beckoning "Remember Where Good Food is Served") have drawn customers near and far. Challenges have been dealt with head on, such as when Illinois rerouted Route 66 to behind the Ariston, the Adam family responded by reorienting the restaurant and its exterior sign accordingly to face the new bypass.

CASE STUDY MAJOR FINDINGS: ECONOMIC EFFECTS

The economic impacts from the case study sites include *direct investment,* (typically for building rehabilitation) and site (i.e. case study entity) *employment*, and site-generated *taxes*. Underlying the above is *significant tourism* generated by many of the sites. The site direct investment and tourism has a larger effect as it pumps dollars into the economy, supports other businesses and encourages investment in the area. While we surely do not have an exact blueprint of all these effects, we share what we have been able to glean from the case study investigation below.

- The direct investment incurred by the case sties, typically for building rehabilitation but including other purposes (e.eg. equipment and fixtures), ranged considerably. While some investments were in the multi-million dollar level (e.g. about $8 million in the Coleman Theater, $3 million in La Posada, and $1 million at the Clinton Route 66 Museum) and there were others of significant scale (e.g., POPS in Arcadia, OK), most of the investments cited by the cases[225] were at a much more modest dollar level, in the $50,000 to $100,000 range.

- We were able to ascertain only limited information on the paid site employment[226] from the case studies. Kelly's Brew Pub reported employment at 80 to 90 personnel, La Posa-

[225] In numerous cases no investment dollar figures were given because of confidentiality.
[226] Again, in many cases, actual dollar amounts were not offered because of confidentiality.

da identified 50 core staff, and the Ariston Café reported about 25 jobs and the Rock Café about 15. Our impression is that the employment levels at most of the case study sites are at the Ariston / Rock Cafe level or less.

- We could ascertain only limited information on the sales and other taxes generated by the case study establishments and these ranged from about $50,000 to about $500,000 with the former five-figure amount being most common. Recall too that some of the sites are government-owned or are non-profits, so they remit no or limited taxes.

- While some of the figures cited above appear modest, they are quite important contextually—in the place they are occurring. The case study sites are overwhelmingly in relatively small (in population) towns and many have been buffeted by economic challenges of different stripes. All shared the shock of Route 66 no longer being the main street through their downtowns and as case studies depict, many were buffeted by other economic calamities (e.g. Cuba, MS lost its shoe factories and Galena, KS had to deal with the closure of its mines). As such, the building investment by the case study sites and their employment rolls and tax payments, while seemingly modest at times on their face, are contextually quite significant. For instance, the Stroud, OK (2,800 population) city manager, Steve Gilbert, valued the contribution made by the jobs at the Rock Café: "They are all local and valuable jobs, and as with any restaurant, young people have an opportunity to work." The $60,000 in sales tax revenue from POPS first year of operation may not be a big item in a large city; however, in Arcadia, OK (278 population) it is a windfall. The $60,000 doubled Arcadia's sales tax revenue, a bounty that according to Arcadia mayor, Marilyn Murel, was a "wonderful surprise" and capitalized a summer youth program and other valuable services.

- While we have far from complete data on visitation to the sites, the information secured points to often consequential tourism—and the basis for site rehabilitation, employment and tax investment noted above.

- The available case study site visitation/patronage data is shown in Table 6.4. The figures for four of the sites are near or above six figures. These are the Springfield, IL Mother Road (Car) Festival (about 80,000 visitors over one weekend), La Posada (100,000 visitors to hotel and Winslow), POPS (about 365,000 customers annually), the Rendezvous Festival (about 500,000 visitors over one weekend). Visitation/patronage levels in other case studies where data were available included some in the five-figure annual visitation/patronage level (Pontiac Murals, ± 24,000; Joliet Historical Museum, ± 21,000; Route 66 State Park and Visitors Center, 17,400; Cuba Murals, ±10,000; and Clinton, OK Route 66 Museum, ±35,000) and four sites at the 2,000 to 3,000 visitor mark (Ariston Café, 1,507; Palms Grill, 1,508; Shea's Station, 1,560; and Round Barn, 2,589) Note:

The visitation/ patronage in the last four cited sites are from logbook entered data and as such likely *underestimate the true number of visitors / patrons by a significant magnitude.*

- To lend perspective, Table 6.4 compares the above-cited visitation/patronage statistics to the scale of the local population. Clearly evident to the frequent considerable scale of the former to the latter (recall that the local median population is only about 9,000), a ratio reflecting the considerable contextual importance of Route 66 tourism to host communities.

- From where are people coming to the case study sites? While we have only a partial answer from such sources as the visitor logbooks (and these, as noted, have drawbacks as a fully accurate gauge of traveler residence; see also Table 6.5) the short answer is to our posed query in that people are generally traveling "from afar"—often from states other than that containing the case study site and from international locations as well. The specific resident distribution is contained in Table 6.5.[227] The median figures are: 33% of the visitors to the case study sites residing in the state where the resource is located, 47% coming from other states (for a median combined total of 80% coming from the United States) and a median 20% coming from abroad.[228]

- Statements from many of the principals interviewed at the case study sites (derived from their in-house data) comport with the observation that a relatively large share of visitors come "from afar." Visitors to the Joliet (IL) Historical Museum are said to come from 34 states and 24 foreign countries. For the Pontiac (IL) Murals, visitors trek from 43 states and 21 foreign countries. This last distribution is similar to the origins to the Miami (OK) Coleman Theater as visitors to the Coleman are said to come from 44 states and 23 foreign countries. Kan-O-Tex Gas Station in Galena, KS, a town of 3,300 persons in southeastern Kansas, attracted tourists from "as far away as South Africa and other countries around the globe."

- From an economic development perspective, visitors coming "from afar" have the biggest economic stimulus because new spending is being imported, (rather than just affecting the distribution of in-state spending that would be captured anyway). Since the Route 66 case study sites seem inclined to be attracting visitors "from afar" (albeit our data is

[227] Note: The visitor totals in Table 6.5 are sometimes different (less than) the visitor statistics in Table 6.4. Table 6.4 shows information on the *total visitors*, while table 6.5 shows the *visitor tally for whom place of origin is available*. For example, where about 17,400 persons come each year to the visitor center in Eureka, MO, logbook information is available for only 4,269.

[228] The most complete data on visitor residence among our case study sites is for the Route 66 Museum in Clinton, OK (see Table 6.4). The visitor residence location for Clinton is 685 United states (13% from OK and 55% from other states) and 33% international.

crude), then the Route 66-based tourism is especially important for economic development.

- The economic importance off the Route 66 case study visitors and their spending was commonly alluded to in the case study interviews. Some illustrative examples follow:

  Each year, between the hotel and restaurant, about 100,000 tourists—who very likely would not have visited if La Posada was not present—are brought into Winslow. It "is a story of a small town, literally forgotten with the realignment of Route 66, which is now revitalized through tourism and historic preservation."

  –La Posada owner, Allan Affeldt

  "Route 66 travelers have a huge impact on the town. We get a lot of bus tours [and] we have a lot of tourism especially because of the Ariston Café. As far as tourists are concerned, without Route 66 we wouldn't have much to offer….People know of the Ariston Café….Without Route 66, the town would be devastated economically."

  -Carol Burke, tourism director for Litchfield, IL

  "The Rock Café is a stopping point for travelers and when the travelers stop at the café for a meal, the chances are increased significantly that they will spend some time in the community."

  -Steve Gilbert, Stroud City Manager, on the Rock Café (Stroud, OK)

  "Local merchants lucky enough to be situated downtown [say] they wait all year for [Route 66] Rendezvous."

  -From the *San Bernardino County Sun*, on the Route 66 Rendezvous car show

  "The community's 19 murals helped increase tourism by 99% during June 2009 compared with the previous summer." The downtown vacancy rate is down from 14.5% to 2%.

  -Ellie Alexander, Tourism Director, Pontiac, IL

- The Route 66 case study sites, with their attendant investment, tourism draw and other beneficial effects, may very well enhance a community's perspective about itself. The upbeat "can do" attitude in the face of adversity by many of the case study principals adds to that positive enhancement as well. We caught glimpses of the above-described effect in some of our interviews. The reopening of the Palms Grill in Atlanta, IL was said to "bring pride back to the downtown." In reaction to the phoenix-like return of the

Meadow Gold Sign, one Tulsa, OK resident exclaimed: "I'm overjoyed! It is a dream come true. Its more than a sign, it lives in people's hearts and memories." After the painting of the Cuba murals, a businessman declared: "Murals on the walls signal that people give a damn. Towns with murals tend to be cleaner, quality of life is higher and there is a real sense of history and community. It just says it would be a great place to live." In a similar vein, Pontiac's mayor Howard Russel summed up his city's mural project by stating "The people here work together to make our town better and make visitors feel welcome. The city of Pontiac has found its place on the map of the world."

- While it is hard to put a price tag on the worth of inducing pride and enhancing one's perspective on the nature of a place—things that seemed to be occurring in at least some of the Route 66 cases—these "social" effects surely have a positive economic value for it affects where people decide to live and invest. In short, it has a positive "place-making" effect.

LOOKING BEYOND THE ROUTE 66 CASE STUDIES TO HERITAGE TOURISM MORE GENERALLY

To the extent that our cases more generally speak to the broader subject of heritage tourism, we infer both exciting possibilities mingled with challenges.

- The potential visitor draw of heritage travel is powerful. In time after time, the Route 66 case study sites, often located in challenging locations (e.g., require circuitous drives and do not have direct air access) drew large numbers of travelers and the lion's share of these travelers came from afar.

- Linked to the above observation, is the powerful economic activity and benefit (especially measured contextually) flowing from large influxes of heritage travelers (let alone the place-making enhancement of a community sought out in this fashion).

- We observe in our case studies some instances of harmonious and reinforcing relationships between long-established and newer-created heritage tourist sites. The best instance of this is the serendipitous relationship between POPS (opened 2007) and the Round Barn (built 1898), both in Arcadia, OK. POPS located in Arcadia in part because the Round Barn was a long-established Route 66 destination and, in turn, the Round Barn benefited from added visitation (from POPS customers) and especially more younger visitors (again as a result of POPS).

- While these observations have a positive spin, there is a challenge of cultural management. The flipside of many visitors is wear and tear on the places visited and the host community. A local "authentic" cultural place bearing the imprint a founder's vision or a

donor's largesse may have long term staying issues as these individuals exit the stage. There is also a thin line between fresh authenticity and repetition of a successful model. To cast this in a Route 66 context, as a mirror of heritage tourism more generally we pose the following illustrative questions: Can the physically compact Blue Swallow Motel (10 rooms) handle the swell of tourists knocking at its door? Is there a successor to Bill Shea to operate Shea's Station and a successor to Ned Leuchtner to operate Cool Springs Camp? Can small towns in the Mother Road successfully accommodate the language, food and other needs of large numbers of international travelers on Route 66 (e.g., could Clinton Oklahoma's 9,000 residents successfully host 20,000 foreign visitors, as opposed to the 10,000 now coming to its signature Route 66 Museum)? How many more towns can become mural capitals of the Mother Road after the novelty of Cuba and Pontiac? What happens to a place dependent on heritage tourism when the heritage resource is lost? For example, Arcadia, OK would have faced considerable economic challenge from tourists no longer seeking it out if the Round Barn had closed after its collapse.

Table 6.1 List of Route 66 Case Studies' Location, Population, and Poverty Rate by State

Case Studies	City	State	Community Population (2000)	Community Poverty Rate (2000)
Palms Grill[a,e]	Atlanta	Illinois	1,649	4.4%
Joliet Historical Museum	Joliet	Illinois	106,221	10.8%
Ariston Café[a,e]	Litchfield	Illinois	6,815	24.1%
Pontiac Murals	Pontiac	Illinois	11,864	11.7%
Shea's Gas Station[b]	Springfield	Illinois	114,454	22.3%
Mother Road Festival	Springfield	Illinois	114,454	22.3%
Cuba Murals	Cuba	Missouri	3,230	20.1%
Route 66 State Park	Eureka	Missouri	7,675	2.2%
Kan-O-Tex Station[b]	Galena	Kansas	3,287	23.6%
POPS (restaurant)	Arcadia	Oklahoma	278	29.8%
Round Barn[a,c]	Arcadia	Oklahoma	278	29.8%
Route 66 Museum	Clinton	Oklahoma	8,833	18.9%
Coleman Theater[a]	Miami	Oklahoma	13,704	2.3%
Rock Café[a,e]	Stroud	Oklahoma	2,758	23.8%
Vickery Station[a,c,d]	Tulsa	Oklahoma	393,049	14.1%
Meadow Gold Sign[c]	Tulsa	Oklahoma	393,049	14.1%
Conoco Gas Station[a]	Shamrock	Texas	2,029	21.4%
Kelly's Brew Pub[a,d]	Albuquerque	New Mexico	448,607	15.2%
Blue Swallow Motel[a,c]	Tucumcari	New Mexico	5,989	24.8%
Cool Springs Camp	Kingman	Arizona	20,069	11.6%
La Posada Hotel[a,d]	Winslow	Arizona	9,520	20.9%
Rendezvous (Car-Route) Festival	San Bernardino	California	185,401	24.1%
Folk Art	Victorville (and many others)	California	NA	NA

[a] On National Register of Historic Places (NRHP)
[b] Potentially eligible for NRHP
[c] Utilized cost share grant from the Route 66 Corridor Preservation Program of the National Park Service
[d] Utilized federal historic tax credit

Table 6.2 Overview of Each of the 25 Case Studies

Case Study and Location	*Description*
Palms Grill Atlanta, IL	History of iconic downtown restaurant (name inspired by the founder's fascination with Los Angeles, California), built in 1934, that was restored with period details in the late 2000s and once again serves as a local café and anchor for the downtown.
Joliet Historical Museum Joliet, IL	A museum on Joliet's history with a significant collection (15,000 artifacts) and a major focus on Route 66. The latter, a focal point for many visitors, includes such features as a Route 66 interactive drive-in and a model 1950s-era motor court room (complete with Gideon bible and a black and white TV).
Ariston Café Litchfield, IL	History and continued operation of Ariston Café (built in 1929), a family owned and operated restaurant with period details (original booths, counter, etc.) with a large and widespread (local, national, and international) customer base. Facility includes iconic mounted marlin and neon sign proclaiming "Remember Where Good Food is Served."
Pontiac Murals Pontiac, IL	Including a famous Route 66 shield mural on the back of the Route 66 Museum in Pontiac, this town has embraced a mural program to spur tourism and enhance its economic fortunes. The total of about 20 murals (on individuals/subjects ranging from Abraham Lincoln to a famous local candy store—"Palace of Sweets") attract about 20,000 annually.
Shea's Gas Station Springfield, IL	A time capsule of an early (oldest portion from the 1920s) local neighborhood filling station (encompassing Marathon and Philips 66 components) with thousands of period-correct oil company-related memorabilia (signs, pumps, and marketing materials). Facility was operated for decades by proprietor William Shea, which he converted to a family-run museum in 1995.
The Mother Road Festival Springfield, IL	This festival is a three-day event that has been held each September since 2001. With nearly 80,000 visitors and 1,000 classic cars on display, it is one of the biggest car shows in the mid-western United States. The event combines classic car culture, Route 66 and the historic downtown (Springfield) main street themes.
Cuba Murals Cuba, MO	Buffeted by economic adversity, such as the mid-1980s closing of major factories in the area, Cuba bootstrapped itself in large part due to a local campaign of painting murals related to the town's history—including visits by Harry Truman and Amelia Earhart—as well as that of Route 66. The murals have become a major tourist attraction for the town.
Route 66 State Park Eureka, MO	A museum on Route 66, housed in a former roadhouse—the Bridgehead Inn (ca. 1935)—located in a park reclaimed from an environmental disaster (former dioxin-polluted town of Times Beach). The museum contains extensive Route 66 memorabilia, including road and motel signs, as well as vintage gas pumps, and describes the history of the Mother Road and that of Times Beach.
Kan-O-Tex Station **(Four Women on the Route)** Galena, KS	History and changing fortunes of a Kan-O-Tex filling station, built in the late 1920s, and closed in the 1980s. In 2006, the station was reopened as a small restaurant and gift shop. The business name reflects the partnership of four local women resolved to reclaim and reuse a long-lost facility and to invigorate the local and downtown economy.
Round Barn Arcadia, OK	Built in 1898, collapsed in 1988, a retired carpenter (Luke Robinson), an intrepid "over the hill Gang" (senior 60s group) and other local volunteers help restore (in 1992) the most powerful reminder of Arcadia's frontier roots and one of the most recognizable historic sites (an authentic round barn with a 60 foot diameter) in Oklahoma and along Route 66.
POPS Arcadia, OK	Opened in 2007 on Route 66, POPS is a gas station, restaurant and convenience store centered on the theme of soda pop (over 500 varieties). The POPS building is an eye catching structure, containing thousands of LEDs and the business "links" to Route 66 through its location (on the Mother Road) and design (e.g., its signature LED soda bottle is 66 feet tall and it originally contained 66 parking spaces.
Route 66 Museum Clinton, OK	Originally opened in 1968 as the Museum of the Western Trails, this institution reoriented to a focus on Route 66 from 1995 onward. One of the nation's largest (10,000 square feet of exhibit space) museums on the Mother Road, the history of Route 66 is conveyed decade-by-decade (over six decades) starting in the 1920s.
Coleman Theater Miami, OK	An ornate 1929 movie theater in a small town, a treasured community resource that never closed its doors, and refurbished over the past two decades to its former glory (including the return of its famed pipe organ).

Table 6.2 *(continued)*

Rock Café Stroud, OK	History of the Rock Café (opened in 1939 and incorporated stones excavated from original Route 66 construction), with a focus on operation by its current owner, Dawn Welch. Details rebuilding of restaurant after 2008 fire and current significant national/international visitor patronage.
Vickery Station Tulsa, OK	History of the 1930s-era Vickery Philips 66 gas station (prime example of the Phillips Petroleum Company classic Cotswold Cottage station design) and its recent (2006-2008) preservation and adaptive reuse as a car rental office.
Meadow Gold Sign Tulsa, OK	History of 1940s-era Meadow Gold (dairy products company) neon sign and its recent (late 2000s) refurbishment and relighting after being neglected and going dark in the 1990s.
Conoco Station Shamrock, TX	History of the 1936 architecturally unique (Art Deco 100 foot tower) Conoco gas station (and U-Drop Inn), and its changing fortunes (prospered for decades, closed 1997, and restored/reopened in early 2000s as a museum).
Kelly's Brew Pub Albuquerque, NM	Originally constructed in 1939 as Jones Motor Company (Ford dealership and Texaco gas station), the building was adaptively reused in 2000 into a popular Nob Hill neighborhood restaurant. Its veranda is one of the popular hospitality gathering places in Albuquerque.
Blue Swallow Motel Tucumcari, NM	History and continued operation of an historic (built 1939), and iconic motor court-style motel with a world famous blue-lit neon sign. The motel is perhaps the oldest vintage motor court still in operation on Route 66.
Cool Springs Kingman, AZ	History of the Cool Springs Camp (opened 1926), its prosperous early decades and family-run operation, demise (destroyed by fire in 1966 and blown up in a movie shoot in 1991) and recent (mid-2000s) rebirth as a snack and gift shop.
La Posada Hotel Winslow, AZ	Connected to famous personalities (Fred Harvey—the mastermind behind the "Harvey Houses"—and noted architect, Mary Elizabeth Jane Coulter), this historic jewel of a hotel which opened in 1930, described as the "finest small hotel in the southwest") closed in 1957, but has recently (late 1990s) been reopened and brought back to its original splendor.
Rendezvous Festival San Bernardino, CA	This event is touted by its sponsor as a place where "car buffs from all over the country gather…to get their 'kicks on Route 66,'" and the event logo incorporates an iconic California Route 66 sign. It is one of the largest such events in the United states (2009 attendance of about 500,000 viewing nearly 2,000 registered cars).
Folk Art Victorville, CA and other locations	Briefly describes and sets in context many examples of folk art along Route 66 including "Hula Ville" collection in the California Route 66 Museum (Victorville), Cadillac Ranch (Amarillo, TX), and the "Blue Whale" (Catoosa, OK).

Table 6.3 List of Route 66 Case Studies Group by Function

(Both historical use and current use are included where relevant)

Restaurants	Gas Stations and Convenience Stores
Ariston Café	Cool Springs Camp
Kelly's Brew Pub	Shea's Gas Station (historical use)
POPS	Vickery Station
Rock Café	Conoco Station (historical use)
	Kan-O-Tex
Arts and Entertainment	**Museums and Parks**
Folk Art on Route 66	Joliet Historical Museum
Rendezvous Festival (San Bernardino)	Route 66 Museum (Clinton)
Mother Road Festival (Springfield)	Route 66 State Park (Eureka)
Pontiac Murals	Shea's gas Station (current use)
Coleman Theater	Conoco Station (current use)
Cuba Murals	
Hotels and Motels	**Other Attractions**
Blue Swallow Motel	Meadow Gold Sign
Conoco Station/U-Drop Inn	Round Barn
La Posada Hotel	

Table 6.4
Visitation/Patronage to Case Study Sites and Contextual impact (as % of Local Population)

Case Study	Host Community		Visitation/Patronage	
	Name	*Population*	*Total Visitors*	*% of population*
Palms Grill	Atlanta, IL	1,649	1,508[a]	91%
Joliet Historical Museum	Joliet, IL	106,221	21,000	20%
Ariston Café	Litchfield, IL	6,815	1,507[a]	22%
Pontiac Murals	Pontiac, IL	11,864	± 24,000	202%
Shea's Gas Station	Springfield, IL	114,454	669[a]	0.5%
Mother Road Festival	Springfield, IL	114,454	80,000	70%
Cuba Murals	Cuba, MO	3,230	± 10,000	310%
Route 66 State Park	Eureka, MO	7,675	17,400	227%
POPS	Arcadia, OK	278	± 365,000	13,129%
Round Barn	Arcadia, OK	278	2,589[a]	931%
Route 66 Museum	Clinton, OK	8,833	35,000	396%
La Posada	Winslow, AZ	9,520	± 100,000	1081%
Rendezvous Festival	San Bernardino, CA	185,401	± 500,000	269%

[a] Log book entries only, which likely undercount total visitors substantially.

Table 6.5
Origin (by Residence) of Visitation/Patronage to Case Study Sites

Case Study	Location	Population	*Visitation/Patronage Origin*									
			Same State		Other States		Total U.S.		International		Grand Total	
			Number	% of total	Number	% of total	Number	% of total	Number	% of total	Number	% of total
Palms Grill	Atlanta, IL	1,649	987	65.5%	379	25.1%	1,366	90.6%	142	9.4%	1,508[a]	100%
Ariston Café	Litchfield, IL	6,815	355	23.6%	694	46.1%	1,049	69.6%	458	30.4%	1,507[a]	100%
Shea's Gas Station	Springfield, IL	114,454	198	29.6%	338	50.5%	536	80.1%	133	19.9%	669[a]	100%
Route 66 State Park	Eureka, MO	7,675	1,473	34.5%	1,953	45.7%	3,426	80.3%	843	19.7%	4,269[a]	100%
Round Barn	Arcadia, OK	278	278	10.7%	853	32.9%	1,131	43.7%	1,458	56.3%	2,589[a]	100%
Route 66 Museum	Clinton, OK	8,833	3,998	12.6%	17,326	54.7%	21,324	67.3%	10,340	32.7%	31,664[a]	100%

[a] Source: Visitor logbook information for the indicated sites

Note: Only the Clinton, OK Route 66 Museum tracks visitor residence for almost all of those coming to its galleries. As visitors enter these galleries, they are "strongly encouraged" to indicate their residence in a logbook and almost all do so. There is no similar "enforcement" of the visitor logbook in the other (non-Clinton) locations, so the visitor logbook data from the non-Clinton places undercount the true number of visitors and likely overstate visitation "from afar" (as locals may be less prone to record their visit in a logbook).

CHAPTER 7
ROUTE 66 ECONOMIC SUMMARY, CONTEXT AND POLICY

This concluding chapter summarizes the study's economic findings, places these in context, reiterates the significant economic contribution of Route 66, and then considers strategies to bolster that contribution by more strategically applying a menu of programs and subsidies (both Route-specific and of broader preservation application).

SYNTHESIS OF MAJOR STUDY FINDINGS

The study has pointed out elements of economic challenge to the Mother Road and we will restate just a few of these. Slightly more than one-seventh (15%) of the population in the Route 66 corridor (census tracts on or within one mile of Route 66) are considered officially impoverished. In the case study communities, having some of the most iconic Route 66 resources, the poverty rate was a yet higher one in five (20%). There are almost 200,000 empty housing units in the Route 66 corridor—a mirror of the population loss ensuing from the decommissioning of Route 66 and the path of new growth flocking to places by the interstate. Further, our museum survey and case studies point to the vulnerable economic situation of at least some of these resources; a bad tourist season, loss of a generous donor, death of a founding principal, or a dampening of enthusiasm by area volunteers, could all prove devastating.

While economic challenges surely are there, the Mother Road has realized significant economic accomplishments, much of that driven by a dynamo of heritage travel. Many of the case study sites are drawing tens of thousands of visitors, with some getting six-figure visitation/attendees. For the most part, these travelers, as indicated by our 4,200 respondent survey, are driven by the special historic and related character of the Mother Road (e.g., historic sites/monuments, vintage restaurants and motels, small towns and National Parks). These mostly middle-and upper-income travelers spend on average $2,000 per travel party and we conservatively estimate aggregate annual expenditure by all Route 66 travelers in the United States at $38 million. This spending in the communities along Route 66 is especially dear from an economic development perspective because a not insignificant share of the travelers (from 40% to 60% depending on different data sources) do not reside locally (i.e. many live in other states or abroad) and hence their spending represents a valued "import" of economic stimulus.

Our research points to yet greater potential for Route 66 tourism. One beckoning opportunity is to better synthesize the celebration of the Mother Road with the history and culture of Hispanics and American Indians as these two groups are found in noticeable numbers among the Route 66 corridor population west of the Mississippi (e.g., Hispanics represent one-in-four residents in this geography), yet they have only a trace presence among Route 66 travelers (e.g., only 5 percent of our traveler survey respondents were Hispanic).

Perhaps the greatest future potential of the Route is to increase the capture of the $80 billion in Route 66 corridor household consumption (driven by the $112 billion in this corridor's aggregate household income) by Mother Road business establishments, as opposed to this consumption being drained elsewhere, such as to the shopping centers off the interstates. To place this figure in perspective, $80 billion in annual Route 66 corridor household consumption represents an outlay of about $200 million per day, while the $38 million in annual Route 66 traveler spending (admittedly a low estimate), averages to $100,000 daily—or 0.05 percent the household spending per diem. This is not to minimize the potency of the traveler spending as all of our research shows its cardinal importance; our comparison rather highlights the big upside of the Mother Road capturing a larger share of the household consumption by those already living near Route 66.

Our research points to other caches of economic activity along Route 66. All the museums along the Mother Road (not just those in our 33 institution-survey), have an aggregate annual budget of $27 million. Just the 25 Main Street communities along Route 66 have witnessed $67 million per year on average (2006-2008) in various types of investment (building rehabilitation, new construction and public improvements). To date, the aggregate investment in the 25 Route 66 Main Street communities amounts to $923 million.

ECONOMIC FINDINGS VIEWED FROM MACRO AND MICRO PERSPECTIVES

It is instructive to view our economic findings from both a broad or macro "lens" as well as a more narrowly focused "micro" lens.

Input-output (I-O) analysis personifies a macro lens because it can translate spending in a given place to a broader economic consequence, including multiplier or ripple effects, at a more encompassing geography (e.g., to the extra-local, state and national levels). More technically, the I-O analysis quantifies the *total* economic impacts of an activity (e.g., Route 66 tourism and building rehabilitation spending), encompassing both the *direct* and *multiplier* effects. The *direct impact* component consists of labor and material purchases made specifically for the activity. The *multiplier* effects incorporate what are referred to as *indirect* and *induced* economic consequences. The *indirect impact* component consists of spending on goods and services by industries that produce the items purchased for the activity. The *induced impact* component focuses on the expenditures made by the households of workers involved either directly or indirectly with the activity. To illustrate, lumber purchased at a hardware store for historic rehabilitation of a Route 66 site is a direct impact. The purchases of the mill that produced the lumber are an indirect impact. The household expenditures of the workers at both the mill and the hardware store are induced impacts (see Table 7.1 for further examples of direct, indirect and induced impacts).

TABLE 7.1
Examples of Direct and Multiplier Effects (Indirect and Induced Impacts) of Historic Rehabilitation

	Multiplier Effects	
Direct Impacts	**Indirect Impacts**	**Induced Impacts**
Purchases for: • Architectural design • Site preparation • Construction labor • Building materials • Machinery & tools • Finance & insurance • Inspection fees	Purchases of: • Lumber & wood products • Machine components • Stone, clay, glass, & gravel • Fabricated metals • Paper products • Retail & wholesale services • Trucking & warehousing	Household spending on: • Food, clothing, day care • Retail services, public transit, utilities, car(s), oil & gasoline, property & income taxes, medical services, and insurance

Source: Rutgers University

This study specifies the total economic effects of Route 66-related spending (quantified shortly) through a state-of-the-art I-O model developed by the Rutgers University Center for Urban Policy Research (CUPR) for the National Park Service, Division of Cultural Resources, National Center for Preservation Technology and Training.[229] The model is termed the Preservation Economic Impact Model (PEIM) and it quantifies the following from the Route 66-related spending:

- **Jobs:** *Employment, both part- and full-time, by place of work, estimated using the typical job characteristics of each industry.* (Manufacturing jobs, for example, tend to be full-time; in retail trade and real estate, part-time jobs predominate.) All jobs generated at businesses in the region are included, even though the associated labor income of in-commuters may be spent outside of the region. In this study, all results are for activities occurring within the time frame of one year. Thus, the job figures should be read as job-years, where several individuals might fill one job-year on any given project.
- **Income:** *"Earned" or labor income, specifically wages, salaries, and proprietors' income*. Income does not include non-wage compensation (such as benefits, pensions, or insurance); transfer payments; or dividends, interest, or rents.
- **Wealth**: *Value added — the sub-national equivalent of gross domestic product (GDP) or GDP by state*. Value added is widely accepted by economists as the best measure of economic well-being. It is estimated from state-level data by industry. For a firm, value added is the difference between the value of goods and services produced and the value of goods and non-labor services purchased. For an industry, therefore, it is composed of labor income (net of taxes); taxes; non-wage labor compensation; profit (other than proprietors' income); capital consumption allowances; and net interest, dividends, and rents received.

[229] Technical detail on the I-O model used in this study is described in Appendix A.

- **Output**: Of the measures in any input-output report, perhaps the least well-defined one is that labeled "output." *Output is defined as the value of shipments, which is reported in the Economic Census.* The value of shipments is very closely related to the notion of business revenues. Thus it is NOT the "output" to which most other economists refer and which is better known as "gross domestic product" (GDP).

  Within input-output analysis, "output" is also not the same as business revenues, for several reasons. It is probably better defined as net business receipts, however. First, establishments often sell some of their output to themselves and therefore do not ship it. Hence, such sales cannot be included in the Census's tally of the value of shipments. Second, to avoid some double counting in national accounts (those used to produce input-output tables), "output" in the wholesale and retail trade industries is measured simply as their margins, which is value added plus the costs of inputs used in the course of doing business. That is, for these trade industries, "output" does NOT include the value of the items stocked on shelves.
- **Taxes**: *Tax revenues generated by the activity.* The tax revenues are detailed for the federal, state, and local levels of government. Totals are calculated by industry.

  Federal tax revenues include corporate and personal income, Social Security, and excise taxes, estimated from calculations of value added and income generated.

  State tax revenues include income, excise, sales, and other state taxes, estimated from calculations of value added and income generated (e.g. visitor purchases).

  Local tax revenues include payments to sub-state governments, mainly through property taxes on new worker households and businesses. Local tax revenues can also include sales and other taxes.

Besides the above five measures, Rutgers estimates an additional gauge of activity termed *in-state wealth.* This measure consists of in-state generation of value added (or gross state product), less the amount that “leaks” out of the state’s economy in the form of taxes paid to the federal government. Since taxes paid to the state and local governments remain in state, they cannot be said to “leak” and, thus, are considered part of the accumulated in-state wealth. PEIM expresses resulting jobs, income, and wealth impacts in various levels of industry detail. The most convenient application breaks the industry-level results at the division level. This level has eleven industry divisions:

1. Agriculture
2. Agricultural, Fishing, and Forestry Services
3. Mining
4. Construction
5. Manufacturing
6. Transportation, Communications, and Public Utilities (TCPU)

7. Wholesale Trade
8. Retail Trade
9. Finance, Insurance, and Real Estate (FIRE)
10. Services
11. Government

PEIM provides results in two other industry breakdowns that detail subcategories under each of these eleven groups. These breakdowns use an 86-industry specification and the full industry specification of the input-output model (about 517 industries). The model results, however, are only as good as the data that go into them. Thus, when the direct requirements are estimated, and the industry-level purchases are also estimated (as is the case in this study), care should be taken in interpreting model results, especially when they contain extreme categorical detail. Hence, the main body of this report focuses on the division-level results, but data on the 86 industry results are added in the text. (We do not report the 517 industry breakout). The purpose of providing such detail is to enable a better idea of the quality of jobs that are likely to be created and of the types of industries that are most likely to be affected by historic rehabilitation activities.

The major data reported on this study (at the division level) is organized into the following sections:

I. Total Effects
II. Distribution of Effect/Multipliers
III. Composition of Gross State Product
IV. Tax Accounts
V. Effects per Million Dollars of Initial Expenditure

Each of these sections is described in detail in Table 7.2.

Table 7.2

Explanation of Division-Level Economic Impacts Specified in the Current Study

The divisional-level results specified in the current study (Tables 7.4-7.7) include the following sections explained below.

Section I – Total Effects

Total effects by division including both direct and multiplier (indirect and induced) effects.

Section II – Distribution of Effects Multiplier

- II.1 Sum of all division direct effects
- II.2 Sum of all division multiplier (indirect and induced) effects
- II.3 Total effects (the sum of II.1 and II.2)
- II.4 Multiplier ratio of total effects (II.3) divided by direct effects (II.1)

Section III – Composition of Gross State Product

This comprises:

- III.1 Wages that are Net of taxes paid at the employer's location;[a]
- III.2 Taxes—local state and federal; and
- III.3 Profits, dividends, rents, and other—which depending on the *year* of the GDP data used in the analysis, *geography*, and *sector* involved can be either positive or negative.
- III.4 Total gross state product (sum of III.1, III.2, and III.3)—the latter is from the firms (or "business") expenditure accounts

Section IV – Tax Accounts

The sum of taxes remitted by both business (see Section III) and households (where the latter are not included in the section III gross state product) accounts. Section IV encompasses for both business and households:

- IV.1 Wages—Net of taxes at place of work (for business) and place of residence for non in-commuting households.
- IV.2 Taxes by *level* of government (local, state, and federal) and *type* (e.g., for federal—general and social security). Note: the taxes in Section III are for business only while taxes in Section IV include the business taxes from Section III and add as well household-generated taxes.

Section V – Effects per Million Dollars of Initial Expenditure

For employment (jobs), income, state taxes, local taxes, and gross state product.

[a] Wages—Net of taxes are not the same as "income" (shown in Section I) for income includes wages, salaries, proprietor's income, and employer-paid taxes.

With this background presented, we can turn to our findings. We apply the PEIM to the different components of Route 66 spending previously identified in this study. A*nnual* direct economic effects from Route 66 spending include, at a minimum, $38 million in tourism spending, $67 million in Main Street spending, and $27 million in museum spending—for a total of $132 million. Further, the cumulative long-term spending program that was examined in this study, the Main Street-related activity occurring in Route 66–located communities, had produced $923 million in direct economic effects (adjusted for inflation) over the life of the Main Street initiative.

In all cases, base data were assembled and input-output analyses applied to generate total effects (direct and multiplier, the latter encompassing indirect/induced consequences) of these activities. Results are summarized in Table 7.3. When multiplier effects are taken into account from the $132 million annual Route 66 investment, the total annual impacts to the nation include a net economic gain of 2,401 jobs, 90 million in income, 262 million in overall output, 126 million in Gross Domestic Product (GDP), and 37 million in tax revenues (Table 7.3, column A, upper portion). These are the effects realized by the entire nation. Renovation of a historic Route 66 site in say Arcadia, Oklahoma or Williams, Arizona, may require lumber from Oregon, plumbing fixtures from Ohio, and paint from Tennessee. The eight Route 66 states garner (Table 7.3, column A, lower portion) roughly 70 to 80 percent of total jobs, income, wealth, and tax benefits of preservation activities that accrue to the nation. On an annual basis, the in-state effects to the eight Route 66 states from the annual $132 million investment in annual Route 66 spending include 1,741 jobs, $63 million in income, $173 million in output, $87 million in GDP , and $27 million in taxes ($16.5 million federal and $10.2 million state or local). The net in-state wealth added to the economy is roughly $79 million annually ($86.9 million GDP added minus $8.2 million in federal indirect business taxes).

The direct versus multiplier (indirect and induced effects) from the $132 million annual investment is specified in Tables 7.4 and 7.5. For example, we previously noted that the $132 million of annual Route 66 investment resulted in $126 million in GDP at the national level. Of that $126 million total GDP, $69.2 million results from direct effects, and $57.3 million from multiplier effects, thereby implying a national multiplier of about 1.8. A similar scale multiplier is observed for national employment, income, and output (see Table 7.4, Section II).

TABLE 7.3

Summary of the Annual Economic Impacts of Route 66 Spending and Example (Main Street) Cumulative Route 66 Spending

		A *Annual Route 66 All Annual Spending* **$132 million**[a] yearly	B *Cumulative (Main Street) Route 66 Expenditure* **$923 million** cumulatively
DIRECT EFFECTS			
↓	**National Total (Direct and Multiplier) Impacts**		
NATIONAL TOTAL IMPACTS (DIRECT AND MULTIPLIER)	Jobs (person-years)	2,401	15,606
	Income ($ million)	90.0	686.9
	Output ($ million)	261.6	1,816.8
	GDP* ($ million)	126.5	908.2
	Taxes		
	Federal ($ million)	23.1	170.0
	Local/State ($ million)	14.1	106.2
↓	**In-State Total (Direct and Multiplier Impacts**		
STATE PORTION† OF NATIONAL TOTAL IMPACTS	Jobs (person-years)	1,741	10,587
	Income ($ million)	62.5	459.8
	Output ($ million)	172.8	1,121.4
	GDP* ($ million)	86.9	596.1
	Taxes		
	Federal ($ million)	16.5	136.5
	Local/State ($ million)	10.2	79.8
	In-State wealth* ($ million)	79.0	531.2

Source: Rutgers University, Center for Urban Policy Research

*GDP=Gross Domestic Product; In-state Wealth= state-based GDP less federal taxes paid by businesses (only)

[a] Includes $38 million annually in visitor-attributed expenditures; $67 million of Main Street related investment, and $27 million annually in museum-attributed expenditures

†Eight states on Route 66

The benefits that accrue to the United States from the annual $132 million Route 66 investment are extensive, and show that the Mother Road nurtures the economic pocketbook of jobs, income, and wealth, as well as the heart! Almost all sectors of the nation's economy see their payrolls and production increased (Table 7.4, Section I). Just under a quarter of the United States-based jobs from the annual $132 million Route 66 investment (602 of 2,401 jobs) and national gross domestic product ($30.3 million of $126.5 million GDP) created by Route 66 investment in the nation accrue to the nation's construction industry; this is as one would expect, given the share that Main Street spending of the total and the share of Main Street projects that require the employment of building contractors. Other major beneficiaries are the service (507 jobs, $21.8 million in GDP), retail trade (504 jobs, $15.8 million GDP) and manufacturing (433 jobs, $28.9 million GDP) sectors. As a result of the interconnectedness of the national economy and because both direct and multiplier effects are considered, other sectors of the economy not immediately associated with Route 66 investment are affected as well, such as agriculture, mining and transportation and public utilities. (See Table 7.4, Section I for details).

Other insights are afforded by the input-output analysis of the $126.5 million GDP generated to the nation as a result of the annual Route 66 investment, the major components are business sector: wages—net of taxes ($76.9 million), indirect *business* taxes to all levels of government ($22.6 million), and profits, dividends, rents, and other payments ($27.0 million) [see Table 7.4, Section III].

Also observed is that of more than just indirect business taxes are received by governments. In addition to the $22.6 million in indirect business taxes to all levels of government that were earlier specified as a national effect is another $14.6 million in taxes paid by households. Thus in the end, three fifths of all taxes realized by this activity is paid by businesses as opposed to households. (See Exhibit 7.4, Section IV.)

Meanwhile, with regard to the $923.3 million in cumulative effects from the aggregate Main Street investment on Route 66 (keeping in mind that impact is distributed over roughly two decades of Main Street activity), that investment contributed 15,606 job-years (roughly 780 jobs each year for the duration of the program's engagement on Route 66) to the national economy, as well as $1.8 billion in industrial output, $0.9 billion in gross domestic product, $687 million in earned income, and $166.5 million in indirect business taxes (Table 7.3, column B, upper portion). Added to the $166.5 million in taxes collected from businesses is $109.7 million collected from households (Table 7.6, Section IV) bringing total taxes collected by all levels of government to $276.2 million. Again, those are the national impacts. The eight Route 66 states benefited from the aggregate Main Street investment a total of 10, 587 jobs, as well as an additional $1.1 billion in output by the states' businesses, $0.6 billion in new gross domestic product (GDP or gross wealth), $460 million in added salary for the eight Route 66 states' residents, and a total of $79.9 million deposited by businesses into the tax coffers of state and local governments across the states (Table 7.3, column B, lower portion). Note too that an additional $18.2 million was added by households to the tax coffers of state and local governments along the road. Overall, a total of $531.2 million in net in-state wealth

(state-generated GDP minus federal taxes) was added to Route 66 states as a result of the Main Street program ($596.1 million in GDP less $64.9 million in federal indirect business taxes).

TABLE 7.4
Average Annual National (to entire U.S.) Economic and Tax Impacts of Annual Average $132.2 Million Route 66 Spending

	Economic Component			
	Output ($000)	**Employment (jobs)**	**Income ($000)**	**Gross Domestic Product ($000)**
I. TOTAL EFFECTS (Direct and Indirect/Induced)*				
1. Agriculture	3,813.8	14	318.8	693.9
2. Agri. Serv., Forestry, & Fish	653.4	8	224.7	416.8
3. Mining	5,072.2	13	892.3	1,873.0
4. Construction	43,090.4	602	25,358.2	30,344.0
5. Manufacturing	84,769.4	433	19,125.6	28,918.2
6. Transport. & Public Utilities	18,799.1	106	4,948.2	8,270.1
7. Wholesale	12,088.7	87	4,915.9	5,225.9
8. Retail Trade	27,226.7	504	10,074.5	15,796.2
9. Finance, Ins., & Real Estate	19,834.7	118	6,917.9	12,589.6
10. Services	44,967.9	507	16,812.3	21,768.8
11. Government	1,267.2	9	384.0	600.8
Total Effects (Private and Public)	261,583.6	2,401	89,972.5	126,497.4
II. DISTRIBUTION OF EFFECTS/MULTIPLIER				
1. Direct Effects	131,868.9	1,396	52,882.2	69,207.1
2. Indirect and Induced Effects	129,714.6	1,005	37,090.3	57,290.3
3. Total Effects	261,583.6	2,401	89,972.5	126,497.4
4. Multipliers (3/1)	1.984	1.720	1.701	1.828
III. COMPOSITION OF GROSS STATE PRODUCT				
1. Wages—Net of Taxes				76,893.8
2. Taxes				22,589.5
a. Local				5,847.7
b. State				5,345.7
c. Federal				11,396.1
General				4,405.4
Social Security				6,990.7
3. Profits, dividends, rents, and other				27,014.1
4. Total Gross State Product (1+2+3)				126,497.4
IV. TAX ACCOUNTS		**Business ($000)**	**Household ($000)**	**Total ($000)**
1. Income—Net of Taxes		76,893.8	75,966.5	--
2. Taxes		22,589.5	14,575.6	37,165.1
a. Local		5,847.7	1,449.8	7,297.6
b. State		5,345.7	1,406.5	6,752.2
c. Federal		11,396.1	11,719.3	23,115.4
General		3,243.8	11,719.3	14,963.2
Social Security		8,152.2	0.0	8,152.2
V. EFFECTS PER MILLION DOLLARS OF INITIAL EXPENDITURE				**($)**
Employment (Jobs)				18.2
Income				680,760.9
State Taxes				51,089.1
Local Taxes				55,215.7
Gross State Product				957,120.3
INITIAL EXPENDITURE IN DOLLARS				132,164,563.0

Note: Detail may not sum to totals due to rounding.

**Terms:* Direct Effects --the proportion of direct spending on goods and services produced in the specified region.
Indirect Effects--the value of goods and services needed to support the provision of those direct economic effects.
Induced Effects--the value of goods and services needed by households that provide the direct and indirect labor.

Table 7.5

Annual Average In-State (Eight Route 66 States) Economic and Tax Impacts of Annual Average $132.2 Million in Route 66 Spending

	Economic Component			
	Output (000$)	**Employment (jobs)**	**Income (000$)**	**Gross Domestic Product (000$)**
I. TOTAL EFFECTS (Direct and Indirect/Induced)*				
1. Agriculture	1,747.7	8	170.8	328.0
2. Agri. Serv., Forestry, & Fish	345.5	5	145.4	239.7
3. Mining	3,227.5	7	525.0	1,143.7
4. Construction	34,884.1	494	20,729.0	24,766.5
5. Manufacturing	41,057.3	205	9,004.7	13,215.4
6. Transport. & Public Utilities	10,870.7	61	2,836.5	4,637.4
7. Wholesale	7,882.8	57	3,205.6	3,411.5
8. Retail Trade	22,572.0	416	8,371.8	13,119.8
9. Finance, Ins., & Real Estate	12,270.7	66	3,668.5	7,690.3
10. Services	37,008.0	416	13,528.7	17,960.2
11. Government	894.5	6	270.7	422.0
Total Effects (Private and Public)	172,760.7	1,741	62,456.5	86,934.4
II. DISTRIBUTION OF EFFECTS/MULTIPLIER				
1. Direct Effects	108,031.7	1,200	43,812.9	57,832.7
2. Indirect and Induced Effects	64,728.9	541	18,643.7	29,101.7
3. Total Effects	172,760.7	1,741	62,456.5	86,934.4
4. Multipliers (3/1)	1.599	1.450	1.426	1.503
III. COMPOSITION OF GROSS STATE PRODUCT				
1. Wages—Net of Taxes				53,371.3
2. Taxes				16,399.4
a. Local				4,210.8
b. State				4,030.2
c. Federal				8,158.4
General				2,288.5
Social Security				5,869.9
3. Profits, dividends, rents, and other				17,163.8
4. Total Gross State Product (1+2+3)				86,934.4
IV. TAX ACCOUNTS	**Business (000$)**	**Household (000$)**	**Total (000$)**	
1. Income—Net of Taxes	53,371.3	54,198.0	--	
2. Taxes	16,399.4	10,328.0	26,727.4	
a. Local	4,210.8	1,033.8	5,244.6	
b. State	4,030.2	930.0	4,960.2	
c. Federal	8,158.4	8,364.2	16,522.6	
General	2,340.1	8,364.2	10,704.3	
Social Security	5,818.3	0.0	5,818.3	
V. EFFECTS PER MILLION DOLLARS OF INITIAL EXPENDITURE				**($)**
Employment (Jobs)				13.2
Income				472,566.4
State Taxes				37,530.3
Local Taxes				39,682.4
Gross State Product				657,773.8
INITIAL EXPENDITURE IN DOLLARS				132,164,563.0

Note: Detail may not sum to totals due to rounding.

**Terms:* Direct Effects --the proportion of direct spending on goods and services produced in the specified region.
Indirect Effects--the value of goods and services needed to support the provision of those direct economic effects.
Induced Effects--the value of goods and services needed by households that provide the direct and indirect labor.

As with the annual Route 66 effects, the cumulative $923 million Route 66 Main Street investment accrues benefits across the national and state economies (see Tables 7.6 and 7.7). For instance, of the $908.2 million in GDP to the nation, $319.8 million, $92.3 million, and $247.4 million is found among the following three economic sectors respectively: construction, services, and manufacturing. GDP gains of about $60.6 million and $74.9 million apiece are realized by the retail trade industry and as well as the finance, insurance, and real estate industry. A GDP addition to the nation of about $41.4 million and $50.5 million apiece is realized by the wholesale sector and transportation and public utilities industry. (See Table 7.6 for further details).

Tables 7.6 and 7.7 provide further detail as to the economic impacts of the cumulative $923 million Route 66 Main Street investment. At the in-state level, a multiplier (ratio of total to direct effects) of about 1.5 is observed for output, employment, income, and gross state product (Table 7.7, Section II). The annual average in-state GDP gain of about $596.1 million is comprised of business sector: wages (net of taxes) of $391.4 million; taxes to all levels of government of $126.5 million; and profits, dividends, rents, and other payments of $78.2 million (Table 7.7, Section III).

How “large” are the above benefit figures? The standard economic response to almost any query is “it depends.” Here, the yardstick of comparison is particularly important. Compared to the total economic scale at the national or the eight Route 66 state levels, Route 66 spending does not loom very large. According to the U.S. Bureau of Economic Analysis, as of 2009 the United States in total had 173.8 million people employed and enjoyed a $14.2 trillion GDP. The eight Route 66 states, meanwhile, embraced approximately 53.1 million employed people and realized a GDP total of $4.5 trillion. The national and in-state economic benefits of Route 66 spending traced above are clearly a small fraction of the employment and GDP totals of the eight state area, let alone of the nation. In part, the fraction is so small at the state level because the route runs through some fairly isolated sections of the country. But mainly it is because the activity is heavily targeted toward retail and hospitality sectors, hence the lion’s share of the economic activity associated with Route 66 in the eight Route 66 states leaks out to manufacturers and farmers in the 42 other states. Recall Arcadia in Oklahoma, which purchased restoration materials from around the country. But even at the national level, Route 66 spending is small when it is compared to the total economic scale of the country.

Although comparing Route 66 economic impact to total economic activity at both the state and national levels is somewhat instructive, it is also misleading: indeed, nearly any single defined economic activity will not appear large against the sum of all activities.

Table 7.6

Cumulative National (to entire U.S.) Economic and Tax Impacts of Cumulative Total $923 Million Route 66 Main Street Investment

	Economic Component			
	Output (000 $)	**Employment (jobs)**	**Income (000$)**	**Gross Domestic Product (000$)**
I. TOTAL EFFECTS (Direct and Indirect/Induced)*				
1. Agriculture	12,588.9	32.3	878.3	2,326.6
2. Agri. Serv., Forestry, & Fish	4,652.6	42.3	1,546.4	2,828.6
3. Mining	28,166.9	115.5	6,260.1	12,061.2
4. Construction	452,923.2	5,892.4	271,927.7	319,758.2
5. Manufacturing	674,365.2	3,538.6	167,226.1	247,436.5
6. Transport. & Public Utilities	115,486.8	690.6	29,791.3	50,485.0
7. Wholesale	98,792.9	672.2	40,174.4	41,388.1
8. Retail Trade	104,691.9	1,935.8	38,588.4	60,576.3
9. Finance, Ins., & Real Estate	124,501.4	671.2	44,477.0	74,894.8
10. Services	191,974.3	1,957.4	83,444.9	92,349.0
11. Government	8,650.0	57.8	2,619.8	4,092.6
Total Effects (Private and Public)	1,816,794.1	15,606.0	686,934.4	908,196.9
II. DISTRIBUTION OF EFFECTS/MULTIPLIER				
1. Direct Effects	922,821.3	8,623.9	425,179.1	517,497.8
2. Indirect and Induced Effects	893,972.8	6,982.1	261,755.3	390,699.1
3. Total Effects	1,816,794.1	15,606.0	686,934.4	908,196.9
4. Multipliers (3/1)	2.449	2.251	2.010	2.183
III. COMPOSITION OF GROSS STATE PRODUCT				
1. Wages--Net of Taxes				584,352.5
2. Taxes				166,498.3
a. Local				47,378.8
b. State				36,394.0
c. Federal				82,725.6
General				22,020.9
Social Security				60,704.7
3. Profits, dividends, rents, and other				157,346.0
4. Total Gross State Product (1+2+3)				908,196.9
IV. TAX ACCOUNTS	**Business (000$)**	**Household (000$)**	**Total (000$)**	
1. Wages--Net of Taxes	584,352.5	566,192.3	----------	
2. Taxes	166,498.3	109,739.9	276,238.2	
a. Local	47,378.8	12,465.0	59,843.8	
b. State	36,394.0	10,008.2	46,402.1	
c. Federal	82,725.6	87,266.7	169,992.3	
General	22,020.9	87,266.7	109,287.6	
Social Security	60,704.7	0.0	60,704.7	
V. EFFECTS PER MILLION DOLLARS OF INITIAL EXPENDITURE				**($)**
Employment (Jobs)				16.9
Income				743,962.5
State Taxes				50,254.3
Local Taxes				64,811.9
Gross State Product				983,593.8
INITIAL EXPENDITURE IN DOLLARS				923,345,531.0

Note: Detail may not sum to totals due to rounding.

*Terms: Direct Effects—the proportion of direct spending on goods and services produced in the specified region.
Indirect Effects—the value of goods and services needed to support the provision of those direct economic effects.
Induced Effects—the value of goods and services needed by households that provide the direct and indirect labor.

Table 7.7

Cumulative In-State (Eight Route 66 States) Economic and Tax Impacts of Cumulative Total $923 Million Route 66 Main Street Investment

	Economic Component			
	Output (000$)	**Employment (jobs)**	**Income (000$)**	**Gross Domestic Product (000$)**
I. TOTAL EFFECTS (Direct and Indirect/Induced)*				
1. Agriculture	2,559.8	5.9	165.3	459.1
2. Agri. Serv., Forestry, & Fish	2,424.7	28.3	1,073.8	1,636.9
3. Mining	11,536.7	48.9	2,809.9	5,585.4
4. Construction	359,308.7	4,684.5	215,944.9	253,998.4
5. Manufacturing	305,226.6	1,670.4	79,027.4	112,969.8
6. Transport. & Public Utilities	68,113.2	415.7	17,296.2	28,151.7
7. Wholesale	63,283.1	431.9	25,734.2	26,563.1
8. Retail Trade	77,412.5	1,425.9	28,668.7	45,354.0
9. Finance, Ins., & Real Estate	88,819.0	440.4	27,230.2	53,004.6
10. Services	136,031.6	1,388.0	59,822.1	65,271.8
11. Government	6,646.9	46.6	2,009.7	3,127.0
Total Effects (Private and Public)	1,121,362.9	10,586.6	459,782.2	596,122.0
II. DISTRIBUTION OF EFFECTS/MULTIPLIER				
1. Direct Effects	687,934.0	6,710.7	326,373.9	397,538.5
2. Indirect and Induced Effects	433,428.9	3,875.9	133,408.4	198,583.5
3. Total Effects	1,121,362.9	10,586.6	459,782.2	596,122.0
4. Multipliers (3/1)	1.630	1.578	1.409	1.500
III. COMPOSITION OF GROSS STATE PRODUCT				
1. Wages—Net of Taxes				391,421.4
2. Taxes				126,465.9
a. Local				34,752.7
b. State				26,836.2
c. Federal				64,877.0
General				15,085.4
Social Security				49,791.6
3. Profits, dividends, rents, and other				78,234.7
4. Total Gross State Product (1+2+3)				596,122.0
IV. TAX ACCOUNTS	**Business (000$)**	**Household (000$)**	**Total (000$)**	
1. Income—Net of Taxes	391,421.4	464,406.4	----------	
2. Taxes	126,465.9	89,870.9	216,336.8	
a. Local	34,752.7	10,043.9	44,796.6	
b. State	26,836.2	8,248.4	35,084.6	
c. Federal	64,877.0	71,578.5	136,455.6	
General	15,085.4	71,578.5	86,663.9	
Social Security	49,791.6	0.0	49,791.6	
V. EFFECTS PER MILLION DOLLARS OF INITIAL EXPENDITURE				**($)**
Employment (Jobs)				11.5
Income				497,952.5
State Taxes				37,997.2
Local Taxes				48,515.6
Gross State Product				645,611.0
INITIAL EXPENDITURE IN DOLLARS				923,345,531.0

Note: Detail may not sum to totals due to rounding.

**Terms: Direct Effects --the proportion of direct spending on goods and services produced in the specified region.*
Indirect Effects--the value of goods and services needed to support the provision of those direct economic effects.
Induced Effects--the value of goods and services needed by households that provide the direct and indirect labor.

Rather than measuring Route 66's economic benefits by the yardstick of *all* national and all eight Route 66 state economic activity, it is more meaningful to examine it against a more appropriate scale, of which there are many. One, for instance, is a "linked" economic activity. For example, how does Route 66 spending, such as rehabilitation of Route 66 buildings, fare as an economic pump-primer vis-à-vis other non-preservation investments. Table 7.8 shows, in side-by-side fashion, the relative economic effects of the historic rehabilitation of different types of buildings (e.g., single and multifamily) vis-à-vis new construction of the same types of buildings—in two of the Route 66 states (Oklahoma and Kansas). These exhibits further show, for comparative purposes, the economic effects of new highway construction (a current stimulus favorite). The economic impacts include total (direct and indirect/induced) income, wealth, and tax consequences per standard increment of investment ($1 million) at the state levels.

The side-by-side comparisons in Table 7.8 reveal that across building and investment types, historic preservation—such as historic rehabilitation of Route 66 properties—is a reasonably comparable, if not superior, economic pump-primer vis-à-vis new construction. It is clear, for instance, that rehabilitation is a better job creator than almost all of the other options listed.
One other consideration of what comprises a "good investment" is the relative comparison of historic preservation investment versus investment in such sectors of the economy as manufacturing, transportation, and so on. On this basis, historic preservation typically has economic advantages, as illustrated in Table 7.9 (which contains business activities important in Kansas and Oklahoma, such as data processing, farming, insurance, and telecommunications). Investment in historic preservation, such as that occurring on Route 66, typically has a bigger "economic bang" relative to these other activities in both Oklahoma and Kansas. The same is likely the case for the remaining six Route 66 states.

Let us turn from a macro lens view of the economic significance of Route 66 spending as personified by the input-output results described above, to a micro lens perspective, namely what does Route 66 spending mean in the immediate community in which it takes place? It is on this contextual local level that Route 66 economic activities have their greatest impact. As documented time and time again in the case studies, in many smaller communities along Route 66, tourism related to the Mother Road is one of the most significant, if not the only "economic game in town." The restored Route 66-themed motel, restaurant and gift shop may not have a high dollar business volume (especially relative to the much larger regional and state economies), yet they anchor the downtown in many small communities and change the perceived image of a place from a dowager town abandoned by the interstate to a community with a Route 66-linked past and future.

Table 7.8
Relative Economic Effects of Historic Rehabilitation versus New Construction per Million Dollars spent in Kansas and Oklahoma

	Effects Per Million Dollars of Initial Expenditure					
		New Construction				
Geographic Level/ Economic Effect	*Various Type Historic Rehabil-itation*[230]	**Single-Family**	**Multifamily**	**Nonresidential**	**Highway**	**Civic/ Insti-tutional**
In-State (to Kansas)						
Employment (jobs)	16.4	11	11	11.7	9.9	11.3
Income ($000)	$522	$454	$453	$495	$466	$480
GDP ($000)	$674	$570	568%	$609	$590	$586
State-local taxes	$39	$23	$23	$22	$22	$21
In State (to Oklahoma)						
Employment (jobs)	21.7	17	16.6	17.1	14.8	18.3
Income ($000)	$423	$479	$471	$487	$461	$509
GDP ($000)	$587	$677	$665	$671	$643	$704
State-local taxes ($000)	$43	$15	$15	$12	$11	$12

Source: Rutgers University, Center for Urban Policy Research

Notes: GDP= Gross Domestic Product. In Kansas, historic rehabilitation effects are for commercial historic rehabilitation.

[230] In Kansas, historic rehabilitation effects are for commercial historic rehabilitations

Table 7.9
Relative Economic Impacts of Historic Rehabilitation versus Other Economic Activities per Million Dollars Spent in Kansas and Oklahoma

In-State Kansas Impacts

Geographic Level/ Economic Effect	Commercial Historic Rehabilitation	Electrical Machinery	Wheat Farming	Auto Manufacturing	Telecommunication Services
Employment (jobs)	16.4	11.8	2.6	5.3	4.4
Income ($000)	$522	$470	$100	$205	$289
GDP ($000)	$674	$485	$706	$400	$679
State-local taxes	$39	$14	$29	$29	$26

In-State Oklahoma Impacts

Geographic Level/ Economic Effect	Commercial Historic Rehabilitation	Meat Packing	Data Processing	Insurance	Truck Transportation
Employment (jobs)	20.6	11.8	13.6	12.4	10.7
Income ($000)	$547	$291	$469	$272	$319
GDP	$797	$398	$570	$490	$440
State-local taxes ($000)	$44	$11	$9	$8	$9

Source: Rutgers University, Center for Urban Policy Research

Notes: GDP= Gross Domestic Product

In short, from a macro perspective, Route 66 economic activity is surely welcome, albeit it comprises just a small fraction of the national and eight-state regional economies. To be fair, the same could be said for most other individual economic activities (e.g., spending at amusement parks) when related to the total national and eight state economic units. Yet, when looking for an economic pump primer, preservation spending, such as that occurring on Route 66, compares very favorably to such commonly turned to economic priming approaches as highway construction. Moreover, from a micro contextual perspective, namely the impact of Mother Road spending and sense of place at a local level, Route 66 has few peers for boot-strapping and enhancing local fortunes.

ROUTE 66-SUPPORTIVE PROGRAMS

The NPS Route 66 Corridor Preservation Program has assembled a lengthy *Directory of Financial and Technical Assistance* that can be used to support the Mother Road through many ways such as identifying historic resources and subsidizing their rehabilitation. We will not consider the full roster of potential aids, but rather will focus on a few critical ones, organized as follows:

- Programs exclusively focused on Route 66
- Programs in use along the Route (yet not exclusive to it) which can be enhanced
- Programs barely utilized along the Route—with considerable future potential

Programs Exclusively Focused on Route 66

A prime (only?) example of the first type of aid is the cost-share grants made available by the Route 66 Corridor Preservation Program. These can be used "to support the preservation of the most significant and representative historic Route 66 buildings, structures, road segments and cultural landscapes….Assistance is also provided to support research, planning, oral history, and education outreach projects related to the preservation of Route 66."

The total amount given out by the NPS since the program began in 2001 is about $1.3 million, matched by about $1.4 million supplied by recipients of the grants. (The 50% cost-share requirement is a minimum, and applicants often exceed it.) Overall, therefore, the amount of money mobilized by the grant program comes to a little over $2.75 million dollars over nine years ($3.61 million adjusted for inflation and expressed in 2009 dollars). (See Tables 7.10 and 7.13). Projects in all of the eight states containing segments of Route 66 have benefitted, but the distribution among the states has not been even (Table 7.10). The states[230] that have taken the most advantage of the program are Oklahoma, with fifteen projects totaling $599,000, and New Mexico, with nineteen projects totaling $465,000. Arizona and Illinois have also used the program

[230] Also noteworthy is the inclusion of Connecticut, which is very far from Route 66. This is the result of a single grant from 2007, funding the development of a curriculum and resource guide on Route 66 for university students by two professors of sociology at Central Connecticut State University. Since this is a general project on the whole route, not tied to any particular property or state, it is listed under Connecticut, which is where the work was done.

extensively, while Texas, Missouri, California, and Kansas have made relatively little use of it. In the case of Kansas this is likely primarily due to the modest length of the segment of Route 66 passing through the state and the resulting scarcity of properties eligible for the program, but Missouri, Texas, and California all have extensive portions of the road and numerous properties along it that would qualify for the grants.

Table 7.10: Total Funding (NPS and Local Match) from Route 66 Cost Share Program by State, 2001 to 2009

State	Total Funding
Arizona	$352,190
California	$204,000
Connecticut	$5,775
Illinois	$396,105
Kansas	$187,398
Missouri	$254,800
New Mexico	$465,460
Oklahoma	$598,731
Texas	$289,065
Total	**$2,753,524**

Data Source: National Park Service

Table 7.1 and Figure 7.1 show the total amounts funded by the cost-share grants and the local matching funds by year. In most years, and overall for the program, the amount of matching funds exceeds the amount funded by the NPS, which is expected given the 50% cost-share requirement. In 2001, however, the NPS provided more than twice as much money in grants as was matched by applicants. This was due to several grants given to states to conduct inventories of historic properties along Route 66 and to prepare nominations of qualifying properties to the National Register of Historic Places. These grants did not include the 50% cost-share requirement applied to other projects.

Most of the funding from this program has gone to physical rehabilitation projects involving historic properties associated with Route 66. Table 7.12 shows the breakdown of funding between rehabilitation projects and other types of projects such as inventories, surveys, oral history projects and preservation plans (collectively termed “other”). Note that the percentage of NPS funding going to these “other” projects is considerably higher than the percentage of matching funds. This is because of the unmatched inventory grants from 2001 noted above.

Table 7.11: Funding from NPS Route 66 Cost-Share Program by Year, 2001 to 2009

Year	NPS Share	Match	Total
2001	$406,200	$191,471	$597,671
2002	$151,226	$209,167	$360,393
2003	$107,275	$107,420	$214,695
2004	$100,394	$123,569	$223,963
2005	$124,124	$143,958	$268,082
2006	$117,102	$259,747	$376,849
2007	$163,516	$166,116	$329,632
2008	$92,875	$142,925	$235,800
2009	$79,704	$66,737	$146,440
Total	**$1,342,416**	**$1,411,110**	**$2,753,525**

Data Source: National Park Service

Figure 7.1: Funding from NPS Route 66 Cost-Share Program by Year, 2001 to 2009

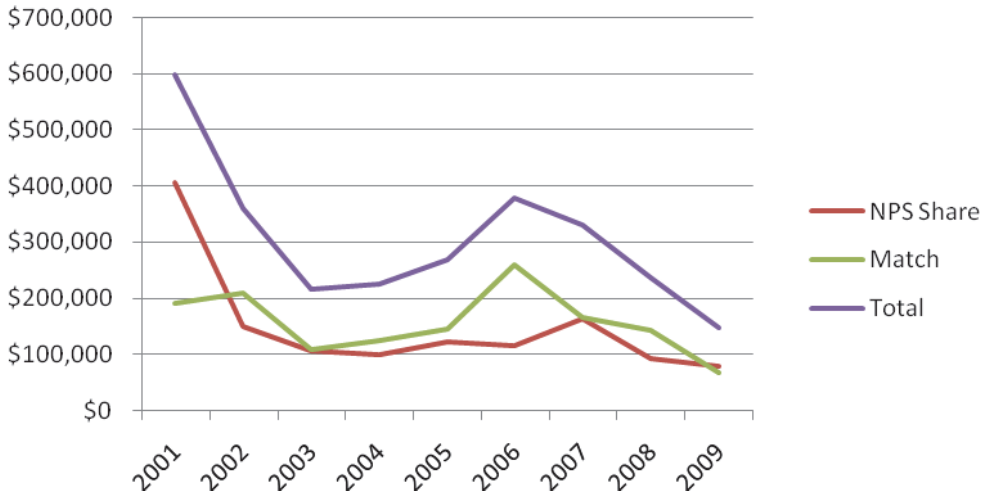


Table 7.12: Funding from NPS Route 66 Cost-Share Program by Type, 2001 to 2009

Type	NPS		Match		Total	
Rehabilitation	$948,004	71%	$1,226,446	87%	$2,174,450	78%
Other	$394,412	29%	$184,664	13%	$579,076	21%
Total	$1,342,416	100%	$1,411,110	100%	$2,753,525	100%

Data Source: National Park Service

Table 7.13 further details the Route 66 Cost-Share Program by *year* (2001-2009), *state* (9 states; 8 Route 66 states and Connecticut), *type* (rehabilitation and "other") and *dollar amount* ("nominal" or indicated year dollars, and "real", or adjusted for inflation where all dollars are shown to a 2009 basis). For example, while the cumulative (2001-2009) aggregate (NPS Share and match) nominal dollar amount of the Cost-Share Program has, as noted earlier, amounted to about $2,754,000. Adjusted for inflation to 2009 real dollars, that amount tallies to a higher approximate $3,610,000. On an average over its nine year life, the program has therefore made available about $306,000 yearly, or $401,000 per year adjusted for inflation.

To date, the Cost-Share Program has given about 85 grants (with multiple phases counted as multiple grants), representing an average project expenditure (NPS Share plus match) of $32,400 ($2,754,000 ÷ 85) in nominal dollars and $42,471 ($3,610,000 ÷ 85) in inflation-adjusted dollars. The projects and average project expenditures by state are detailed below in Table 7.13.

Table 7.13: Route 66 Cost-Share Program: Number of Projects by State and Average Project Expenditure

State	Number of Projects	Project Expenditure: Total Grant and Match (Real Dollars)	Average Expenditure per Project (Real Dollars)
Arizona	14	$467,095	$33,364
California	4	$281,380	$70,345
Connecticut	1	$5,856	$5,856
Illinois	15	$499,841	$33,322
Kansas	6	$207,145	$34,524
Missouri	6	$321,991	$53,665
New Mexico	19	$668,540	$35,186
Oklahoma	15	$256,341	$50,423
Texas	5	$401,604	$80,321
Total	85	$3,609,792	$42,468

The cost-share grants have been quite invaluable. They were used in seven of our case studies and the program has also aided the refurbishment of many other iconic Route 66 resources (e.g., Wigwam Motel, Soulsby Service Station, and neon signs in Albuquerque). It has also supported surveys/other activity that furthers the identification and preservation of the Route 66 historic fabric (e.g., New Mexico oral history project, Missouri Route 66 inventory survey and Nob Hill, Albuquerque preservation brochure).

The cost share program focuses in laser fashion on its mission of supporting the preservation of the most significant and representative historic Route 66 resources. It has aided important such resources and has leveraged federal dollars by more than 2:1 (Table 7.11). Yet, its overall level of funding activity is modest for a 2,400 mile Route (about $400,000 annually in combined NPS share and match monies and an average grant of about $42,000—in inflation adjusted dollars) and the downside of its laser mission focus on preserving Mother Road historic resources is that

leaves much that is outside its purview, such as marketing Route 66 and fostering needed economic development of the non-historic fabric. Some of these activities can be supported by the programs described below and these programs often have resources that are orders of magnitude larger than the NPS cost-share aid.

Programs in Use along Route 66 Which Can Be Enhanced

A prime example of a program to help market Route 66 is Main Street. There are 25 Main Street communities along Route 66 and they have achieved much success. Surely, however, there is application beyond the current roster of 25 towns along a 2,400 mile Mother Road.

We recognize the challenge of small communities mounting a full-fledged Main Street initiative. Yet creative applications can meet this problem head on, such as starting with a pilot level of Main Street and then ramping upwards as resources permit. Much can be gained by thoughtful discussion by the Route 66 community, National Trust Main Street Center, NPS and others on ways to enhance the Main Street presence on the Mother Road. Chapter 5 in this study can be a useful resource for that discussion.

Another program in use today, but of yet greater future potential application, is that offered by the National Scenic Byways, which is administered through the Federal Highway Administration (FHWA). Its subset is described in detail in a technical addendum to the current chapter and we summarize our findings here.

In brief, the National Scenic Byways program has a formal process for designating Byways, which are roads with "intrinsic qualities" (archaeological, cultural, historic, natural, recreational and scenic) of "regional significance." The Byways program has two levels of significance: "National Scenic Byway" (NSB) and "All American Road (AAR—a higher level of designation). Portions of Route 66 have received varying designations as follows:

State	Byway Designation of Portions of Route 66
Arizona	NSB (2005), AAR (2009)
Illinois	NSB (2005)
New Mexico	NSB (2000)
Oklahoma	NSB (2009)

Note: MO has a state Byways designation which makes it eligible for federal NSB funding. Further, preparations are currently underway for the MO state- recognized Mother Road Byways segment to be federally designated.

Once designated, a byway is eligible for future grants for such purposes as byway facilities, resource protection marketing, interpretive information and resource protection. To date (1995-2009), eight Route 66 states have received a total of approximately $61.5 million in total Byways

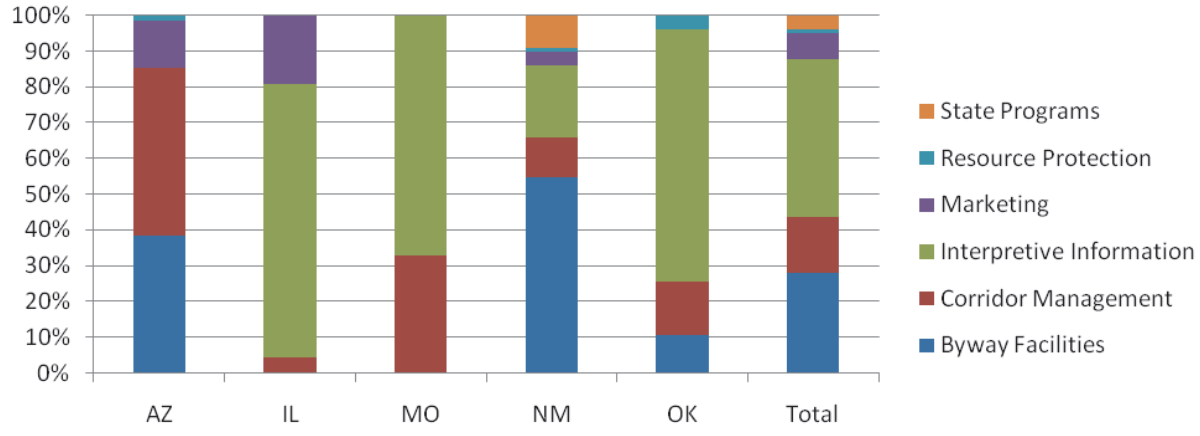
funding, with $5.5 million of that total, or about 9 percent, used for the segments of Route 66 designated as an NSB or AAR. The detail of that funding is shown in Table 7.13a and Figure 7.2. Clearly evident, are interstate variations with respect to Route 66 and Byways grant assistance. First, only five of the eight Route 66 states (AZ, IL, MO, NM, and OK) have brought segments of the Mother Road into the Byways program which has enabled assistance. Second, the portion of total state Byways monies slotted to Route 66 states varies from a high of 28 percent (OK) to a low of 5 percent (AZ). Third, the states receiving Byways funding for Route 66 vary in how these monies are being used (Figure 7.2) with, for instance, Illinois, Missouri, and Oklahoma emphasizing interpretive programs, while New Mexico and Arizona have invested more heavily in byways facilities. All states, however, have devoted only a modest share of their Byways funding on Route 66 for resource protection (preservation).

Table 7.13a:
America's Byways Funding of Route 66 and Total Projects by State, 1995 to 2009

State	Total Route 66	Total Byways	Percent Route 66
Arizona	$576,030	$11,855,147	4.9%
California	-	$11,168,273	0.0%
Illinois	$1,228,600	$14,302,194	8.6%
Kansas	-	$3,828,335	0.0%
Missouri	$458,400	$2,986,012	15.4%
New Mexico	$2,175,700	$13,571,791	16.0%
Oklahoma	$1,021,235	$3,593,132	28.4%
Texas	-	$160,000	0.0%
Total	$5,459,965	$61,464,884	8.9%

Data Source: National Scenic Byways Program

Figure 7.2:
America's Byways Funding of Route 66 Projects by Category, 1995 to 2009



Data Source: National Scenic Byways Program

In sum, the Byways program is important to the Mother Road and can be used for certain purposes, such as tourism marketing, that other programs cannot support (e.g., NPS cost share). Route 66 states that have not designated portions of the Mother Road as Byways (CA, KS and TX) should reconsider. Further, good discussion is needed regarding whether Route 66 is receiving its "fair share" of total state Byways aid and how to best use Byway grants for the Mother Road.

The remaining programs discussed in this chapter, associated with transportation and tax credits, are huge in financial scale—offering hundreds of millions if not billions of dollars. Preservationists should go "where the money is."

The first program discussed here, Funding for Transportation Enhancement Activities (TEA), is of huge scale, has been utilized on Route 66 and may yet be applied more aggressively on the Mother Road in the future.

By way of background, TEAs are a component of three major transportation acts Intermodal Service Transportation Act (ISTEA) of 1991; its successor (1998), the Transportation Equity Act for the 21st Century (TEA-21); and the latest (2005), Safe, Accountable, Flexible and Efficient Transportation Equity Act—A Legacy for Users (SAFETEA-LU). All of the above were transportation funding behemoths (ISTEA, about $155 billion; TEA-21, about $220 billion; and SAFTEA-LU, about $280 billion) and the TEA components within these programs were also quite large (ISTEA, $2.6 billion; TEA-21, $3.8 billion; and SAFE TEA-LU, $4.2 billion).

To receive TEA funding, a project must (1) be related to surface transportation and (2) must include an eligible enhancement activity. There are currently 12 eligible activities. There are listed and illustrated in Table 7.14 and the percentage spending by TEA category is shown for the cumulative program to date (FY 1992 - FY 2009) for: 1) the entire United States, 2) the eight Route 66 states, and 3) the Route 66 portion of the eight states.
To illustrate, of the $9.278 billion in national TEA funding to date, the lion's share has gone to pedestrian and bicycle facilities (48.4%), landscaping and other scenic beautification (18.8%), with only small allotments going to such activities as historic preservation (3.6%) and establishment of transportation museums (1.4%). The distribution of the $2.559 billion TEA funding in the eight Route 66 states tracks that of the national TEA priorities (e.g., significant for pedestrian and bicycle facilities and modest for historic preservation).

The extreme right column in Table 7.14 shows the TEA funding and allocation for Route 66. Total funding from FY1992 through FY2009 has amounted to $133 million and compared to the national-eight Route 66 state TEA appointments, TEA spending on the Mother Road placed greater emphasis on rehabilitation and operation of historic transportation infrastructure (25.9%) and establishment of transportation museums (4.8%). There is significant funding on Route 66 for pedestrian and bicycle facilities (34.9%, albeit less than the national and eight Route 66 state appointment for this activity), a small measure of outlay for historic preservation (6.7%, albeit

higher than the national and eight state priority for this activity), and no funding for such TEAs as archaeological planning and environmental mitigation).

Further detail on TEA spending for each of the Route 66 states is contained in Table 7.14a (TEA Spending by state in the entire state) and Tables 7.14b and 7.14c: TEA spending by state on Route 66. For example, Table 7.14c tells us that of the $8.94 million spent by all eight Route 66 states for TEA historic preservation purposes (TEA category 6) on the Mother Road, almost all of that sum has been expended in California ($4.74 million or 53%) and Oklahoma ($2.98 million or 33%). Arizona spent $1.25 million (or 14% of the $8.94 million total) on the TEA historic preservation category, leaving five Route 66 states (IL, MO, KS, TX and NM) with no TEA historic preservation spending on Route 66.

We present this heretofore undisclosed information for the purposes of spurring discussion of TEAs and the Mother Road. Has Route 66 received its "fair share" of TEA funding in the eight Route 66 states ($133 million of $2.559 billion, or 5%)? Equally as important is the emphasis of TEA activity. It is understandable that TEA spending on the Mother Road has emphasized such activities as preserving historic transportation infrastructure and establishing transportation museums. Yet, have other TEAs suffered as a consequence? For instance, TEA investment for environmental mitigation (TEA category 11) surely has a place on Route 66 and would further quality of life and economic development there. Route 66 would also benefit from greater TEA spending in historic preservation (TEA category 6). This TEA can be used for many purposes including "preservation of buildings in historic districts, restoration and reuse of historic buildings for transportation related purposes[231] and access improvements to historic sites and buildings."

There are many examples of TEA aiding a variety of historic preservation activities nationally and we present three examples below— with all involving situations found on Route 66. First, the rehabilitation of the St. James Hotel (AL) with TEA historic preservation monies is an example that could be replicated many times on the mother Road as is using TEA historic preservation assistance to support the Main Street activities of Paducah (KY). By contrast, recall that five of the eight Route 66 states have not applied any of their TEA funds for the specific purpose of historic preservation (TEA category 6) on the Mother Road.

[231] The requirement that TEA funding must be "related to surface transportation (RST)" can at least technically be easily accommodated by most preservation projects because the RST mandate itself is flexible and includes environmental protection, community preservation, and livability (Costello and Schamess 2006, 22).

Table 7.14

Transportation Enhancement Activities (TEA): Eligible Activities and Funding (FY 1992-2009)

	Transportation Enhancement Activity	*FY 1992-2009 funding by TEA category*		
		All United States	**All eight Route 66 States**	**On Route 66 in all eight Route 66 States**
1	Pedestrian and bicycle facilities	48.40%	43.20%	34.90%
2	Safety and educational activities for pedestrians and bicyclists	0.40%	0.40%	0.00%
3	Acquisition of scenic easements and scenic or historic sites, including historic battlefields	2.40%	4.40%	0.00%
4	Scenic or historic highway program including tourist and welcome center facilities	5.80%	9.50%	11.00%
5	Landscaping and other scenic beautification	18.80%	20.60%	16.70%
6	Historic Preservation	3.60%	3.80%	6.70%
7	Rehabilitation and operation of historic transportation buildings, structures, or facilities	9.90%	8.20%	25.90%
8	Preservation of abandoned railway corridors and the conversion and use of the corridors for pedestrian or bicycle trails	7.50%	6.40%	0.00%
9	Inventory, control, and removal of outdoor advertising	0.30%	0.50%	0.00%
10	Archaeological planning and research	0.50%	0.50%	0.00%
11	Environmental mitigation	1.00%	0.60%	0.00%
12	Establishment of transportation museums	1.40%	1.80%	4.80%
	Total %	**100%**	**100%**	**100%**
	Total $ millions	**$9,279**	**$2,559**	**$133**
	Annual $ millions	**$515**	**$142**	**$7**

Source: National Transportation Enhancement Clearinghouse, 2009

[a] The term Transportation Enhancement Activity (TEA) means any of the 12 categories listed in this table as they relate to surface transportation.

Table 7.14a
Transportation Enhancement Activities (TEA): Eligible Activities and Funding by Entire Route 66 State (FY 1992-2009)

Transportation Enhancement Activity†	*TEA % Allocation by State*								
	IL	**MO**	**KS**	**OK**	**TX**	**NM**	**AZ**	**CA**	**All**
1	41.0	64.0	35.8	51.3	31.4	62.4	65.9	40.3	43.2
2	0.1	0.4	-	0.5	-	0.3	1.6	0.6	0.4
3	1.4	0.2	0.2	1.7	3.1	0.5	0.6	9.9	4.4
4	2.1	2	1.3	6.9	32.9	3.0	6.3	1.7	9.5
5	20.7	22.3	32	14.4	5.5	21.8	13.1	30.4	20.6
6	10.5	1.6	7.8	5.8	5.5	0.7	2.6	0.7	3.8
7	14.4	4.1	14.4	9.2	13.0	5.7	3.5	3.8	8.2
8	10.5	3.4	4.9	1.0	3.5	1.7	1.5	10.3	6.4
9	0.2	0.5	-	4.1	-	0.2	2.2	0.1	0.5
10	-	-	0.2	0.1	1.0	2.6	0.1	0.4	0.5
11	-	0.2	3.4	-	0.3	-	1.3	0.7	0.6
12	0.1	1.3	-	4.8	3.8	1.1	1.2	1.1	1.8
Total %	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**
Total $ millions	**$300.37**	**$205.75**	**$151.33**	**$147.28**	**$580.78**	**$99.45**	**$172.63**	**$901.74**	**$2,559.33**
Annual $ millions	**$16.69**	**$11.43**	**$8.41**	**$8.18**	**$32.27**	**$5.53**	**$9.59**	**$50.10**	**$142.19**

Source: National Transportation Enhancement Clearinghouse, 2009

† See Table 7.14 for description of each TEA

Table 7.14b
Transportation Enhancement Activities (TEA): Eligible Activities and Funding on Route 66 in all Route 66 States (FY 1992-2009)

Transportation Enhancement Activity†	*TEA % Allocation by State*							
	IL	**MO**	**KS**	**OK**	**TX**	**NM**	**AZ**	**CA**
1	16.7	45.3	-	6.2	2.2	1.8	34.9	9.6
2-3	-	-	-	-	-	-	-	-
4	26.4	-	-	5.7	-	-	35.7	3.7
5	-	0.2	-	6.3	-	4.5	46.0	42.9
6	-	-	-	33.3	-	-	14.0	52.7
7	-	8.8	-	-	10.1	4.6	24.1	52.4
8-11	-	-	-	-	-	-	-	-
12	-	14.3	-	38.8	-	-	47.0	-
Total Percent of TEA by state	**9.01%**	**13.40%**	**-**	**8.02%**	**3.49%**	**2.67%**	**34.3%**	**29.02%**
Total $ millions	**$11.60**	**$17.40**	**-**	**$10.40**	**$4.50**	**$3.44**	**$44.30**	**$37.45**
Annual $ millions	**$0.65**	**$0.96**	**-**	**$0.57**	**$0.25**	**$0.19**	**$2.46**	**$2.08**

Source: National Transportation Enhancement Clearinghouse, 2009

† See Table 7.14 for description of each TEA

Table 7.14c
Transportation Enhancement Activities (TEA): Eligible Activities and Funding on Route 66 in all Route 66 States (FY 1992-2009)

Transportation Enhancement Activity†	*TEA $ millions Allocation by State*								
	IL	**MO**	**KS**	**OK**	**TX**	**NM**	**AZ**	**CA**	**All**
1	7.75	13.33	-	2.89	1.01	0.84	16.22	4.48	46.52
2-3	-	-	-	-	-	-	-	-	-
4	3.87	-	-	0.58	-	-	5.24	0.54	10.23
5	-	0.05	-	1.41	-	1.00	10.28	9.58	22.32
6	-	-	-	2.98	-	-	1.25	4.71	8.94
7	-	3.05	-	-	3.49	1.60	8.33	18.14	34.61
8-11	-	-	-	-	-	-	-	-	-
12	-	0.91	-	2.49	-	-	3.01	-	6.41
Total $ millions	**$11.60**	**$17.40**	**-**	**$10.40**	**$4.50**	**$3.44**	**$44.30**	**$37.45**	**$133.50**
Annual $ millions	**$0.65**	**$0.96**	**-**	**$0.57**	**$0.25**	**$0.19**	**$2.46**	**$2.08**	**$7.42**

Source: National Transportation Enhancement Clearinghouse, 2009

† See Table 7.14 for description of each TEA

Examples of National Historic Preservation Projects Aided by TEA

Project (State)	Description	TEA Activities (See Exhibit 8.18)	Funding
St. James Hotel (AL)	Rehab of only remaining antebellum hotel in southeastern United States	Historic preservation (Besides its age and history, hotel is a key element in Selma to Montgomery voting rights trail)	$6 million project funded by $1.2 million in TEAs and the remainder from state, federal and private sources
Paducah Main Street (KY)	National Register district was revitalized through rehab and adaptive reuse (e.g., commercial buildings converted into theatre and apartments)	Historic preservation	$980,000 project aided by TEA grant of $490,000
Journal Square (NJ)	Revitalization of historic downtown Jersey City commercial and transportation hub, including new pedestrian plaza, sidewalks, and landscaping	Pedestrian and bicycle facilities; landscaping and scenic beautification, and other eligible activities	$7.6 million project funded by $0.8 million TEA, $3.2 million city support, and other aids

In sum, a good discussion is needed by the Route 66 community and state officials involved in TEA investments concerning whether the Route getting its "fair share" of TEA monies and which TEA categories (especially historic preservation) should be emphasized on the Mother Road.

The potential dollars to be claimed are quite substantial. For example, increasing the TEA investment on Route 66 from $133 million to $200 million (the latter still a small share of the eight Route 66 state total $2.559 billion TEA investment) and allocating say 10% of the approximate $70 million ($200 million - $133 million) added TEA investment for historic preservation (up from the current 6.7% apportionment for this TEA category) would realized $7 million for historic preservation on Route 66—or double the cumulative cost share funding for this purpose to date.

Programs Barely Utilized along the Route—with Considerable Future Potential

Some of the most potent aids for historic preservation, economic development and affordable housing in the United States are the federal historic tax credit (federal HTC), the Low Income Housing Tax Credit (LIHTC) and the New Markets Tax Credit (NMTC). As the HTC, LIHTC and NMTC are quite technical, we present a tax credit technical compendium on these programs (and sister aids) at the end of this chapter. In the text below, we summarize the highlights of the tax credit programs and their current and future relevance to Route 66.

From the late 1970s when it was first effected through 2008 (FY 1979-2008), about 45,000 projects nationally with a total rehabilitation value[232] of $40 billion ($77 billion if adjusted for inflation) have utilized the 20%[233] federal HTC (i.e. qualified investment of $1 million in historic fabric-sensitive rehabilitation secures an immediate $200,000 credit against federal taxes). Thirty states total, including four of the eight Route 66 states (MO, KS, OK and NM) allow a state historic tax credit (state HTC) that "piggyback" on the federal HTC.

Started in 1986, the LIHTC provides up to a near 100% tax credit over 10 years for investment in affordable housing, usually rental units. To date (through 2008), the LIHTC has subsidized about 1.8 million housing units nationally at a cost of about $20 billion (nominal dollars). The LIHTC may be combined with the federal HTC, with this not uncommon "twinning" reflected in the achievement of 102,000 low and moderate income housing units delivered to date through the federal HTC.

Authorized in 2000, the New Markets Tax Credit (NMTC) provides a 39% federal tax credit over seven years for investment in community development entities (CDEs) working in economically challenged areas. To date (through 2008), the NMTC has allocated about $20 billion in available tax credits. As the LIHTC, the NMTC may be combined with the federal HTC and this "twinning" has aggressively been pursued.

Many entities (developers and CDEs) in the eight Route 66 states have availed themselves of the above described programs. Just in the last five years (FY2005–FY2009), 960 federal HTC projects with a value of $4.033 billion have been effected in the eight states, a consequential share of the total national federal HTC activity in the same period (4,409 projects with a value of $15.796 billion). From its inception to date (1987-2008), the eight Route 66 states have witnessed cumulative production of 528m000 LIHTC units with a total credit allocation of $2.844 billion—again a consequential share of national aggregate LIHTC activity over the same years (1.76 million units with a credit allocation of $10.013 billion). The eight Route 66 states have also been the home of many NMTC projects.

While the federal HTC, LIHTC and NMTC are financial behemoths in scale (both nationally and in the eight Route 66 states), *we find only trace or infrequent utilization of these aids along Route 66*.

There was a foreshadowing of this in the case studies as only 3 of the 25 cases used the federal HTC, despite many more doing rehabilitation. This seems to be the case more broadly. For example, in the last 30 years, only 5 HTC projects were effected along Route 66 in Oklahoma—a state proud of its Mother Road history and savvy in the application of the federal HTC.

[232] Value Certified for tax purposes or more technically "Part 3" of the federal HTC process
[233] Until 1986, the credit was 25%

Take, for instance, the federal HTC utilization along Route 66 in Oklahoma. Few states have trumpeted the Mother Road as forcefully as Oklahoma. The state has participated in the federal HTC from the program's origins in 1978 and has adopted its own HTC—a state action that often encourages heightened federal HTC activity. Despite all of this, to date there have been only five federal HTC-aided projects in Oklahoma along Route 66 in the last 30 years. Many iconic Route 66 property rehabilitations in Oklahoma have *not* used the HTC. For example, in rebuilding the Rock Café, Dawn Welch filed a preliminary application for the HTC but ultimately opted not to use this program.

To summarize, for Route 66 as a whole, our impression is that there is only trace-level volume of the federal HTC as well as minimal use of the LIHTC and NMTC. This gap is surprising given the Mother Road's extensive physical scale, rich historic character, and need for investment assistance for preservation, affordable housing and economic development.

There is an enormous potential resource gain from heightened tax credit utilization for Route 66. For example, from FY 2005 through FY 2009, Missouri had 650 federal HTC projects representing $1.780 billion of investment.[234] If only five percent of that investment could have been captured on the Mother Road that would have provided $89 million in rehabilitation aid, or 350 times the $255,000 of cost share activity (from the NPS Route 66 Corridor Program) in that state.

It is instructive to consider *why* there appears to be light utilization of the major tax credit–driven programs along the Mother Road. This is a reconnaissance consideration, yet one that needs to be started. We begin this conversation by considering the likely impediments to the heightened utilization of the federal HTC along Route 66. Based on Rutgers' impressions and conversations with individuals and groups knowledgeable about the Mother Road, the following factors may impede the application of the federal HTC on Route 66:

1. Potential users of the HTC are not aware of the program.
2. Potential users of the HTC are aware of the program but are misinformed about its provisions (e.g., believing that placing a property on the National Register of Historic Places restricts its use, or that flexible rehabilitation is not permitted by the Secretary of the Interior's Standards).
3. Potential users of the HTC don't want to deal with government (for whatever reason), and the HTC, with its IRS linkage, is high on the list of government programs to avoid. Observed one State Historic Preservation Officer (SHPO along Route 66), "Many people [on Route 66] distrust and are turned off by government forms and government itself." In a similar light, another observer talking to Rutgers opined that ethnic and immigrant property owners along the Route, some of whom are instrumental in running

[234] There are stark differences among the eight Route 66 states regarding utilization of the federal HTC. For instance, from FY 2005 through FY 2009, New Mexico had only nine federal HTC projects with a total $5.5 million investment.

essential Route 66 small businesses including hotels and motels, are particularly hesitant to deal with government programs like the HTC.

4. Potential users of the HTC, many of which are "Mom and Pop" operations, lack the time and financial sophistication to involve themselves in a complicated incentive such as the HTC.

5. The HTC does not apply, for programmatic reasons. For example, an owner-occupied property along Route 66 needing rehabilitation is not eligible for the federal HTC as that program is restricted to income-producing properties.Another example of the HTC not applying because of programmatic requirements is the case of an income-producing property undergoing rehabilitation, but the amount of rehabilitation does not satisfy the HTC's "substantial rehabilitation" threshold (the greater of $5,000 or the adjusted property basis). In yet another case of HTC program requirements possibly discouraging its application, the HTC does not work well when government is a building's tenant, or when a property is owned by a non-profit—not uncommon Route 66 situations.

6. The HTC does not apply for fundamental financial reasons. The attraction of the HTC is to shelter income from taxes, and that has little appeal to an income-producing property, business, or individual with little or no income-tax liability—again, a not uncommon Route 66 situation. In a twist of this, a Route 66 observer mentioned to the Rutgers researchers that some along the Route might not use the HTC because its premise of avoiding taxes is regarded as poor citizenship.

7. Even if one has income to shelter and is comfortable with the notion of reducing one's tax liability, the HTC may not readily apply on the relatively "small deals" that characterize many Route 66 situations. Securing an HTC may very well require the services of an attorney, accountant, and other professionals that rack up costs that are not sustainable on a relatively modest rehabilitation project. Further, the galaxy of firms that deal with the HTC and its frequently complicated syndication to investors, a constellation of entities that bring essential professional acumen and experience to the process, may understandably opt to focus on larger- rather than more modest-scale HTC projects.

The financial numbers speak for themselves. The average federal HTC project in the eight states along Route 66 over FY 2005–FY 2009 was valued at $4.2 million.[235] That multimillion HTC sum contrasts markedly with the typical 5-figure or low 6-figure investment that characterized most of the iconic Route 66 projects observed in the case studies and the $30,000 average project cost of the NPS cost share program (all figures in nominal terms, not adjusted for inflation).

[235] 960 projects with a total value of $4.033 billion

Our research on this subject is just a start. We need to better understand more comprehensively the constraints to federal HTC, LIHTC and NMTC along the Mother Road and to address these constraints. Some relief may be in the offing by passage of HR-1375 and S-1743 (considered yet not adopted by the House and Senate in 2010) which amongst other changes, would have increased the federal HTC to 30% in "small deals" (projects $5 million and under)[236]. States can also help by adopting a state HTC which can be combined with the federal HTC, a "twinning" that has often worked to spur interest and investment in the federal HTC. (Recall that only four of the eight Route 66 states have a state HTC). Yet these possible changes are just a start. Route 66 will never realize its full potential if it remains largely outside the federal HTC, LIHTC and NMTC programs as these are some of the main aids in the United States to encourage preservation, affordable housing and economic development respectfully. Therefore, good collective discussion on the subject of tax credits and the Mother Road is needed to craft appropriate solutions.

The text in this chapter and the tax credit technical compendium that follows can act as a resource for that discussion. For example, the technical compendium details the major proposed changes to the federal HTC in legislation before Congress, passage of which would be a boon to HTC application on Route 66. The compendium describes specific changes that states can incorporate in the project selection process of the LIHTC (e.g., amend the "Qualified Allocation Plan" criteria) that would similarly further preservation on the Mother Road. Finally, the compendium extends the discussion of tax credits to other tax-based tools (e.g., tax increment financing [TIF] and special improvement districts [SID]) which also would aid Route 66.

All of these changes can yield considerable assistance for Route 66. Amending the federal HTC regulations would add millions of dollars in tax credits per year. A Route 66 Corridor TIF or SID could also add millions of dollars in aid to the Mother Road annually; the TIF can generate about $40 million cumulatively over ten years and a SID about $30 million over a decade's time (see tables below for more details). For details, the reader is encouraged to review the text in the technical compendium.

[236] See Tax Credit Technical Compendium for details.

Illustrative TIF Application in the Entire Eight-State Route 66 Corridor

Year	Total Available Property Value	Estimated Annual Increment to Property Value	TIF Resource	
			Annual	*Cumulative*
2000	$21,878,602,781	$437,572,056	$3,613,785	$3,613,785
2001	$22,316,174,836	$446,323,497	$3,686,061	$7,299,845
2002	$22,762,498,333	$455,249,967	$3,759,782	$11,059,627
2003	$23,217,748,299	$464,354,966	$3,834,977	$14,894,604
2004	$23,682,103,265	$473,642,065	$3,911,677	$18,806,281
2005	$24,155,745,331	$483,114,907	$3,989,910	$22,796,192
2006	$24,638,860,237	$492,777,205	$4,069,709	$26,865,901
2007	$25,131,637,442	$502,632,749	$4,151,103	$31,017,003
2008	$25,634,270,191	$512,685,404	$4,234,125	$35,251,128
2009	$26,146,955,595	$522,939,112	$4,318,807	$39,569,936

Source: Rutgers University

Illustrative SID Application in the Entire Eight-State Route 66 Corridor

Year	Total Available Property Value	SID Resource	
		Annual	*Cumulative*
2000	$21,878,602,781	$2,710,339	$2,710,339
2001	$22,316,174,836	$2,764,545	$5,474,884
2002	$22,762,498,333	$2,819,836	$8,294,720
2003	$23,217,748,299	$2,876,233	$11,170,953
2004	$23,682,103,265	$2,933,758	$14,104,711
2005	$24,155,745,331	$2,992,433	$17,097,144
2006	$24,638,860,237	$3,052,282	$20,149,425
2007	$25,131,637,442	$3,113,327	$23,262,753
2008	$25,634,270,191	$3,175,594	$26,438,346
2009	$26,146,955,595	$3,239,106	$29,677,452

Source: Rutgers University

TAX CREDIT TECHNICAL COMPENDIUM

This section provides a detailed discussion of the three tax credits applicable to historic preservation and other Mother Road supportive purposes (e.g., affordable housing and economic development): federal historic tax credit (federal HTC—used alone or in conjunction with a state historic tax credit or state HTC), the Low Income Housing Tax Credit (LIHTC) and the New Markets tax credit (NMTC), It also more briefly discusses other tax-related strategies that could be used on Route 66, such as creating a tax increment financing (TIF) district.

FEDERAL HISTORIC REHABILITATION TAX CREDIT (FEDERAL HTC)

Until 1976, the tax code in the United States favored new construction. The fastest depreciation schedule—a 200 percent declining balance (DB) write-off[237]—was available only for new construction, whereas existing buildings were limited to a 125 percent declining balance schedule. The 1976 Tax Act introduced some historic preservation–supportive measures, such as counting preservation easements as charitable donations. Much more significant was the Economic Recovery Tax Act (ERTA) of 1981. ERTA introduced a three-tier investment tax credit (ITC). A 15 percent ITC was allowed for the rehab of non-historic nonresidential income-producing properties at least 30 years old; a 20 percent ITC could be taken for the renovation of non-historic income-producing nonresidential properties at least 40 years old; and a 25 percent ITC was available for the rehab of *historic*, income-producing properties, both residential and nonresidential. These ITCs could be applied against wage and investment income, and syndications to affluent investors were common; this packaging and sale would usually be done by financially astute syndicators who would work closely with the developer-builders of the preservation projects. For example, a $1 million rehab of a historic apartment building would qualify for a $250,000 ITC, which investors could deduct dollar for dollar against their federal income tax liability according to their pro rata ownership of the historic renovation project sold by the syndicators.

The 1981 historic preservation ITC was a powerful lure. Historic rehab tax credit (HTC) investment grew from $738 million in FY 1981 to $1.128 billion in FY 1982 to $2.165 billion in FY 1983 and a high of $2.416 billion by FY 1985. There was a spectacular increase in the number of HTC projects as well (Figure 7.3).

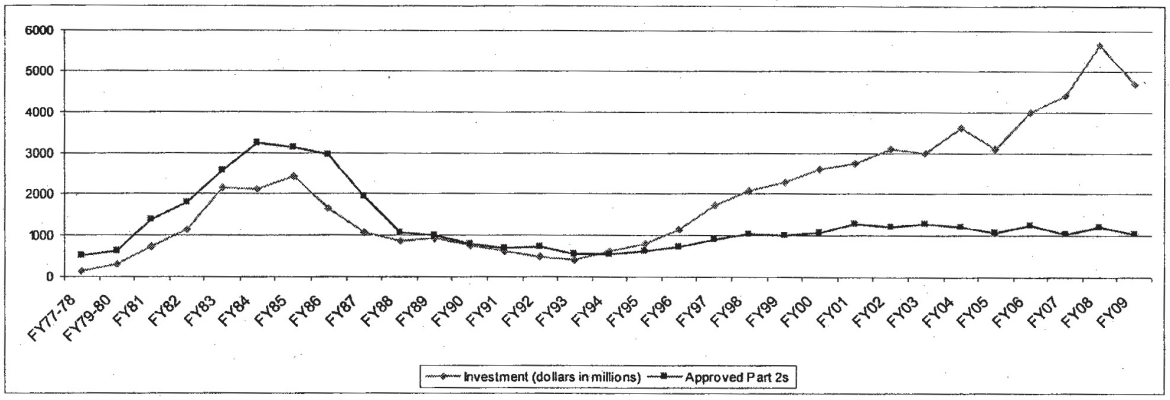
The 1986 Tax Reform Act (TRA) dramatically changed the ITC's provisions. Instead of a 15 to 20 percent ITC for non-historic income-producing nonresidential properties 30 to 40 years old, respectively, the 1986 act reduced the non-historic ITC to 10 percent and applied it only to buildings built prior to 1939. In addition, the 25 percent ITC for rehab of historic, income-producing properties[238] was reduced to 20 percent. In other words, a $1 million rehab of an historic apartment building would now qualify for a $200,000 credit (instead of $250,000) which investors

[237] This tax write-off schedule is twice the straight-line depreciation on the declining balance being depreciated. A higher depreciation shelters greater income.

[238] As shall shortly be discussed, there have been proposals to extend the federal 20 percent HTC to historic, owner-occupied (not income-producing) properties, but to date this change has not been made. Numerous states, however, that grant state HTCs do extend the credit to owner-occupied historic properties

could deduct dollar for dollar against their federal income tax liability according to their pro rata ownership of the historic rehab project sold by the syndicators. While lower, this benefit is clearly quite valuable and depending on demand and supply (and the situation with other tax shelters), investors have paid anywhere from 80 cent to one dollar (and even more) for every dollar of tax credit secured from the 20 percent historic ITC.

Figure 7.3:
Federal Tax Incentives for Rehabilitating Historic Buildings, 1977–2009



To qualify for the 20 percent historic ITC, the rehabilitated property had to be a "certified historic structure" (i.e., a building individually listed on the National Register of Historic Places, or located in, and contributing to, the historic significance of a registered historic district);[239] a rehab had to be "substantial" (i.e., $5,000 *or* the adjusted basis[240] of the renovated property, whichever was *greater*); and finally, the rehab had to be certified. To be certified, the rehab must be approved by the National Park Service (NPS) as being consistent with the historic character of the property and, where applicable, the district in which it is located, using the Secretary of the Interior's Standards for Rehabilitation as a guide. The same three provisions were in place under the 1981 ERTA historic rehab ITC; however, the 1986 Tax Reform Act capped the historic ITC at 20 percent, and restricted (but far from eliminated) application of the ITC against earned income.

The 1986 Tax Reform Act changes caused investment to plummet. From a high of about 6,100 projects with an aggregate $2.4 billion investment in FY1985, historic (rehab) tax credit (HTC) activity dropped to a low of about 550 projects with an aggregate $500 million investment in FY1993. It has subsequently rebounded, in part due to generally reinvigorated real estate investment (until the recent slump), to about $4.3 billion, $5.6 billion, and $4.7 billion, respectively, in the last three fiscal years—thus exceeding the peak annual dollar investment of the ERTA era (Figure 7.3). However, the number of projects has never recovered to its 1985 peak, with annual

[239] A registered historic district includes both those districts listed on the National Register and any state or local historic districts in which the district and enabling statue are certified by the Secretary of the Interior.

[240] The adjusted basis is equal to: (1) the purchase price of the property (for the improved portion subtracting land value), (2) plus any improvements effected subsequent to acquisitions, (3) less the cumulative sum taken for depreciation.

project numbers over the past several years hovering at about 1,000–1,200. To date (FY 2009), the HTC has cumulatively generated almost $40 billion in historic preservation investment ($77 billion is adjusted for inflation) in about 45,000 projects, proving it one of the most effective tools for rehabilitation.

The Federal HTC is a powerful subsidy. A $20 million renovation of the famous Apollo Theater in Harlem, New York City was made possible by the Federal HTC[241]. The adaptive reuse of a former American Can Company complex in New Orleans into apartments and retail space[242] and the reuse of a 1929 Procter & Gamble soup factory into a 400,000 square foot corporate office campus along Baltimore's Inner Harbor were similarly realized by the federal tax credits[243].

Evident from the above cases is the valuable and varied application of the HTC. Since its inception, the HTC has been available for both housing and nonresidential projects. In fact, one of the features distinguishing the HTC from the nonhistoric ITC is that the former can be used for housing while the latter cannot. In practice, the HTC has often involved housing or mixed-use (housing and nonresidential) investment.

Since the inception of federal historic preservation tax incentives, 405,385 units have been completed. Of that total, 216,993 or 46 percent, were existing housing units that were rehabilitated, and 188,396, or 45 percent were "newly" created housing units (e.g., housing resulting from the adaptive reuse of once-commercial space).

Of the 405,385 total housing units completed under federal historic preservation tax incentive auspices since the late 1970s, 101,860 or 25 percent, were affordable to low- and/or moderate-income (LMI) families. That averages to about 3,400 LMI units per year. In FY 2008, 5,220 LMI units were produced under the HTC. While these figures are not large in an absolute sense, given national LMI housing needs, they are noteworthy when compared with some better-known affordable housing production programs: the HTC–aided LMI annual housing production approaches the scale of such notable HUD programs as public housing and HOME.

One way developers use the HTC to create affordable units for LMI households is by "piggybacking" the HTC's benefits with other subsidies. One important additional aid particularly important to produce affordable historic housing units is the low-income housing tax credit (LIHTC).[244]

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[241] National Park Service 2007, 3

[242] National Park Service 2007, 3

[243] National Park Service 2003, 4

[244] Created by the Tax Reform Act of 1986, the LIHTC gives states the authority to issue tax credits to owners or developers who construct, rehabilitate, and acquire rental housing for lower-income households. Since its adoption, the LIHTC has been one of the most significant programs for the production of affordable housing in the United States. From the beginning of the program in 1987 through 2009, the LIHTC has allocated about $10 billion ($7,531,622,106) for federal tax credits granted for the production of about 1.8 million units of affordable housing. Over the life of the program, about 40 percent of LIHTC activity has involved rehabilitation.

LIHTC AND HISTORIC REHABILITATION TAX CREDITS

Created by the Tax Reform Act of 1986, the LIHTC gives states[245] the authority to issue tax credits to owners or developers who construct, rehabilitate, and acquire rental housing for lower-income households. Since its adoption, the LIHTC has been one of the most significant programs for the production of affordable housing in the United States, in recent years far exceeding that of direct housing subsidies administered by the U.S. Department of Housing and Urban Development[246]. From the beginning of the program in 1987 through 2005, the LIHTC has allocated about $10 billion for federal tax credits granted for the production of about 1.8 million units of affordable housing[247]. Over the life of the program, about 40 percent of LIHTC activity has involved rehabilitation[248].

The tax credit is equal to a maximum of 9 percent annually over a 10 year period. To receive the 9 percent credit (equal to about 90 percent total over the decade), the low-income units[249] must either be new or "substantially rehabilitated" (at least $3,000 in improvements per unit or 10 percent of the building's adjusted basis) and the property could not otherwise be subsidized by the federal government. The dollar amount of the tax credits available in any given project is equal to the tax-credit rate (up to 9 percent annually) multiplied by the dollar amount of the project's "qualified basis"—which is increased in poor locations ("qualified census tracts or QCTs) and difficult to develop areas ("DDAs).[250]

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[245] The LIHTC is jointly administered by the Internal Revenue Service (IRS) and state agencies. The process of securing tax credits is competitive. Awards are based on the project criteria specified in the Qualified Allocation Plan (QAP) prepared by each state, following IRS guidelines. QAPs take into account such factors as proposed project location, cost, amenities, and other characteristics. See later discussion in this chapter.

[246] Wallace 1995, 1998

[247] Danter 2009

[248] Abt Associates 2000

[249] To qualify for tax credits, successful developers in the QAP-based selection process must reserve a specified proportion of units for lower-income households for a mandatory compliance period (a minimum of 15 years). The minimum set-aside within a given project must equal or exceed one of two possible targets: at least 20 percent of the units are reserved for households at or below 50 percent of the area median household income (the "20/50 Test"), or at least 40 percent of the units are set aside for households at or below 60 percent of the area median household income (the "40/60 Test"). Rents on the affordable units may not exceed 30 percent of household income. Investors may claim the credits annually against their federal income tax over a 10-year period, as long as the required number of units in the project are rented to low-income households within the rent limits described above for the compliance period.

[250] The amount of tax credit available to a project is equal to the tax-credit rate (up to 9 percent annually) multiplied by the project's "qualified basis". The qualified basis is determined through a series of calculations (Danter 2001). First, total (project) development costs (TDC) are calculated. Next, the eligible basis is determined by subtracting nondepreciable expenses (e.g., land, permanent financing expenses, rent reserves, and marketing costs) from the TDC. The eligible basis is increased by 130 percent if the project is located in either a Qualified Census Tract (QCT) or a Difficult Development Area (DDA). Finally, to determine the qualified basis, the eligible basis is multiplied by the applicable fraction, which takes into account the share of project units that are low-income (i.e., the percentage of low-income units to total project units). For example, a $1.2 million project that had $0.2 million in nondepreciable expenses (producing an eligible basis of $1.0 million), that was located in a DDA (therefore qualifying for an increase of 130 percent in the eligible basis), and was fully occupied by low-income tenants (producing a 100 percent applicable fraction) would have a qualified basis of $1.3 million. If the project involved substantial rehabilitation and was not receiving federal subsidies, its tax-credit rate would be 9 percent. Therefore, $0.117 million ($1.3 million × .09) in tax credits would be available annually; $1.17 million in total tax credits would be available over the 10-year period.

As the HTCs, the LIHTCs are often sold by syndicators to investors (corporations and individuals) seeking tax shelter. Since the LIHTC tax shelter extends over a decade's time (unlike the immediate one year benefit afforded by the HTC), investors pay less for the LIHTC credit (currently about $0.80 to $0.90 cents per every $1 of LIHTC as opposed to $0.90 to $1.00 per every dollar of HTC). Thus, $1 million in low income tax credit would secure at least $800,000 in equity from investors in today's market.

There are numerous advantages in combining the LIHTC and federal HTC as is described by one Chicago developer[251]:

- More equity can be made available to the project when the two tax credits are combined. This makes for a less risky investment. In addition, the LIHTC provides subsidized rents with a lower likelihood of foreclosure.
- The federal HTC will help cover risks of change orders and other increased costs over fixed price contracts during construction.
- Hopefully, the incremental costs of a certified rehab, if any, are more than offset by the federal HTC.
- Blending of the tax credits offer larger investment to a single investor.

The gain in equity yielded from combining the LIHTC with the HTC is shown in Table 7.15 for an example, $2.5 million mixed-use ($2 million housing, $0.5 million nonresidential) rehabilitation project. With the LIHTC alone, $1,147,550 in equity is created from the $2 million in housing rehabilitation; combining the LIHTC and HTC yields $1,368,000 in equity for the mixed-use project, or $220,500 more. Although the federal tax code requires that the credit from the HTC be subtracted from the housing expenditures in calculating the LIHTC, this is more than offset by two features of the HTC unavailable with the LIHTC: (1) the HTC is applicable to the non-housing portion of the project; and (2) the HTC's credit allowance—20 percent—as noted can be taken in the first year after project completion, whereas the LIHTC's maximum annual credit allowance—9 percent—is taken over 10 years.

Table 7.15 is a hypothetical example illustrating the benefit of combining the HTC with the LIHTC. In fact, such layering has been powerfully combined in thousands of projects throughout the United States. To illustrate, we shall refer to the rehabilitation of the historic Pacific Hotel in Seattle, Washington by a non-profit entity (Plymouth Housing Group(PHG).
Built in 1916, the Pacific Hotel traditionally had provided transient housing; it had closed by the 1980s. PHG, a homeless-advocacy group, acquired the abandoned hotel and rehabilitated it to provide 112 units. All of the units served low-income residents; there were 75 single-room-occupancy (SRO) units in one wing and 37 studio and one-bedroom apartments in another[252].

The Pacific Hotel's total project cost was $8,534,694 ($2,113,092 acquisition and $6,421,602 rehab), or about $76,000 per unit. PHG's clientele could not afford the rents to amortize a

[251] Listokin and Listokin, 2001, 115
[252] Sullivan, 1998

$76,000 unit, but rents were brought down to an affordable level through multiple sources. The $8,534,694 project expense was met through $3,656,085 in equity—raised from combining the LIHTC and HTC—and $4,878,609 in debt financing. The debt's cost and project operating expenses were reduced from subsidies received from the Federal Home Loan Bank, the Washington State Housing Trust Fund, the City of Seattle, and other sources[253].

Besides combining the federal HTC and federal LIHTC in historic preservation- affordable housing projects, some of these projects also tap a state historic tax credit (state HTC). More broadly, projects not involving affordable housing may layer both a federal HTC and a state HTC. This state aid is described below.

STATE HISTORIC (STATE HTC) REHABILILTATION TAX CREDIT PROGRAMS

Even before the 1986 Tax Reform Act, some states had enacted state investment tax credits for historic rehabilitation of their own. After all, if the federal tax credits were successful, why not replicate the same model at the state level. With the changes wrought by the 1986 Reform Act which reduced the benefits of the federal tax credits, even more states stepped into the breach and adopted investment tax credits of their own to encourage rehabilitation, especially historic renovation. As of 2008, about 30 states have state HTCs. The 30 states and their programs are shown in Table 7.16. We summarize some of the state provisions below.

The percentage of the rehabilitation investment against which a credit is given for state tax purposes (e.g., individual income or corporate) ranges from 5 percent (Montana) to 50 percent (New Mexico). Many states track the federal provisions and allow a 20 to 25 percent credit. Some states provide different credits depending on the type of historic property. Delaware, North Carolina, and Rode Island extend a 20 percent state tax credit for income-producing historic properties and a higher 30 percent state tax credit for homeowner-occupied historic buildings.
The program's applicability varies tremendously. The state historic tax credit (or state HTC) is often available to income-producing properties (as the federal HTCs), may be available to homeowner occupants (going beyond the current federal HTC), and may have further targeting, such as to farm building (Indiana and Wisconsin), downtown development districts (Louisiana), and archaeological sites (New Mexico).

Reflecting dynamic federalism, investment requirements for state HTCs are quite disparate. States may require a minimum dollar investment (e.g., $5,000 in Indiana, Kansas, Maryland, and Maine; and $25,000 in Connecticut and North Carolina), may have no minimum dollar investment (e.g., Delaware, Georgia, Iowa, and Louisiana), may adhere to the federal HTC minimum investment (i.e., the greater of $5,000 or the adjusted basis), or may revise the federal blue print (e.g., the Rhode Island minimum investment is 50 percent of the adjusted basis or $2,000). While the federal HTC has no cap or maximum once its requirements are met, the less "deep pocketed" states

[253] Sullivan 1998

often cap their state historic HTC. Caps may be imposed per project (e.g. $50,000 per property in Colorado and $30,000 per dwelling unit in Connecticut) and/or statewide (e.g., $2.4 million in Iowa, $3 million in Delaware, and $15 million in Maryland). States that allow a high credit percent understandably more often impose caps. For example, while New Mexico allows the nation's highest state HTC (50 percent), that high percentage can be applied to a maximum project investment of $25,000 (or 50 percent of the amount spent on historic rehab).

Table 7.15 Example of Applying the Historic Rehabilitation and Low-Income Housing Tax Credits

ITEM	AMOUNT	EQUITY
Historic Rehabilitation Tax Credit (HTC)		
Commercial basis	$500,000	
Rehabilitation credit %	20%	
HTC for commercial rehab	$100,000	
Housing basis	$2,000,000	
HTC %	20%	
HTC for housing	$400,000	
Total HTC	$500,000	
Equity yield for HTC	90¢	
Equity from HTC		$450,000
Low-Income Housing Tax Credit (LIHTC) combined with the HTC		
Housing expenditures	$2,000,000	
Less HTC	<$400,000>	
Eligible basis	$1,600,000	
Low-income set-aside	75%	
Qualified basis	$1,200,000	
Annual LIHTC %	9%	
Annual LIHTC amount	$108,000	
Total LIHTC	$1,080,000	
Equity Yield for LIHTC	85¢	
Equity from LIHTC		$918,000
Combined equality		$1,368,000
LIHTC alone		
Housing expenditures	$2,000,000	
Eligible basis	$2,000,000	
Low-income set-aside	75%	
Qualified basis	$1,500,000	
Annual LIHTC %	9%	
Annual LIHTC amount	$135,000	
Total LIHTC	$1,350,000	
Equity yield for LIHTC	85¢	
Equity from LIHTC alone		$1,147,000
Additional equity from combined credit		$220,500

Source: Delvac, Escherich, and Hartman (1996) as updated. The equity yield from the HTC has been increased from $.85 on the dollar (1996 study) to $.90 on the dollar. The equity yield from the LIHTC has been increased from $.50 to $.85 on the dollar.

As is evident from Table 7.16, four of the eight Route 66 states have state HTCs. The following are examples of projects in one Route 66 state (Kansas) that have combined the federal and states HTCs and in one case (owner-occupied home) used the state HTC alone:

TABLE 7.16
Summary of State Income Tax Credits for Historic Preservation

State	Credit Level	Applicability	Requirements and Limitations	Other Information
Colorado	20%	Any properties designated historic by national, state, or local government	For rehab expenses up to $50,000 Minimum investment: $5,000 within two years Cap: $50,000 per property or 20% of the qualified costs of the rehab (the lesser)	Secretary of the Interior (SOI) Rehabilitation Standards apply Carry forward: 10 years Sunset provision in 2009
Connecticut	25% (conv.) 30% (O-O)	Com./Ind. converted to residential Owner-occupied residential	Minimum investment: $25,000 Cap: $30,000/dwelling unit, $2.7 million/project, $15 million statewide annually	Carry forward: 4 years for owner-occupied structure, 5 years otherwise Transferable developer to buyer Recapture period: 5 years for owner-occupied structure
Delaware	20% (I-P) 30% (O-O)	Income-producing Owner-occupied residential	Cap: $20,000 for owner-occupied residential, $5 million statewide annually	10% bonus credit for projects that create low-income housing Carry forward: 10 years Credits transferable
Georgia	20% (I-P) 10% (O-O)	Income-producing Owner-occupied residential	Limit of $5,000 in credits over 10 years	5% bonus credit for owner-occupied projects in targeted areas
Indiana	20%	Commercial and agricultural structures on State Historic Register Owner-occupied residential	Minimum investment: $10,000 within two years (no time limit for owner-occupied) Cap: $100,000 (no cap for owner-occupied)	SOI Standards apply Carry forward: 15 years Pre-approval of work
Iowa	25%	Commercial Mixed-Use Residential Barns (pre-1937)	Minimum investment: 50% of the structure's value (commercial), $100,000/housing unit (mixed-use), $25,000 or 25% of the structure's value (residential) Cap: $10 million statewide in FY 2008, $15 million in FY 2009, $20 million thereafter	SOI Standards apply Credit freely transferable
Kansas	25%	Any property on the National or State Historic Register	Minimum investment: $5,000	SOI Standards apply Carry forward: 10 years Credit freely transferable
Kentucky	20% (I-P) 30% (O-O)	Income-producing Owner-occupied residential	Minimum investment: $20,000 Cap: $400,000 per project ($60,000 owner-occ.), $3 million statewide	Credit freely transferable
Louisiana	25%	Owner-occupied residential/mixed-use Income-producing properties in downtown districts	Minimum investment: $10,000 ($20,000 owner-occ.) Cap: $25,000 for a single owner-occupied project, $5 million statewide	Carry forward: 5 years Credits transferable
Maine	20%	Income-producing properties eligible for the federal tax credit	Minimum investment: $5,000 Cap: $100,000	SOI Standards apply Carry forward: 5 years
Maryland	20%	Commercial Owner-occupied residential	Minimum investment: $5,000 for owner-occupied residential, higher for commercial/rental housing	SOI Standards apply Carry forward: 10 years

State	Credit Level	Applicability	Requirements and Limitations	Other Information
			Cap: $3 million credit cap per project for income-producing, $30 million statewide (no more than 50% of credits can be applied to a single county)	Credit transferable to new owners
Massachu-setts	20%	Income-producing	Cap: $50 million statewide	SOI Standards apply Carry forward: 5 years Sunset provision in 2009
Michigan	25%	Owner-occ. residential or commercial with national, state, or local designation	Minimum investment: 10% of equalized value Commercial credits offset by federal credit	SOI Standards apply Five year recapture provision Carry forward: 10 years
Mississippi	25%	Commercial Owner-occupied residential	Minimum investment: 50% of total basis, $5,000 for owner-occupied residential	Carry forward: 10 years
Missouri	25%	Commercial properties on National Register and Owner Occupied	Minimum investment: 50% of total basis	SOI Standards apply Carry back: 3 years Carry forward: 10 years
Montana	5%	Income-producing	Automatic if federal tax credit is received	Carry forward: 7 years
New Mexico	50%	Properties listed on State Register of Cultural Properties	Cap: $25,000 ($50,000 if in Arts/Cultural Dist.)	SOI Standards apply Carry forward: 4 years
New York	6% (Com.) 20% (O-O)	Commercial Owner-occupied residential on State or National Register in distressed tracts	Com. credit automatic if federal credit is received Minimum investment: $5,000 for residential projects Cap: $25,000/project (res.), $100,000/project (com.)	Residential credits must be certified by local government to verify distress Pre-approval & work certification req'd Other credits available for barn rehab
North Caroli-na	20% (I-P) 30% (Res.) 30-40% (Ind.)	Income-producing Residential Industrial	Minimum investment: $25,000 for projects	Allows redistribution of credits
North Dakota	25%	Properties in a Renaissance Zone	Cap: $250,000/project	Carry forward: 5 years
Ohio	25%	Any approved project	Cap: 100 projects per two-year biennium All applications subject to cost-benefit analysis by Dept. of Development; tax credit must be central to private agent's decision to invest	SOI Standards apply Sunset on June 30, 2009
Oklahoma	20%	Income-producing properties eligible for the federal tax credit		Freely transferable within 5 years Carry forward:10 years
Rhode Island	20% (O-O) 30% (I-P)	Owner-occupied residential Income-producing	Minimum investment: 50% of adjusted basis for struc-ture or $2,000 for owner-occupied residential Cap: $2,000/project for owner-occupied residential	Freely transferable Carry forward: 10 years Interior work ineligible
South Caroli-na	10% (I-P) 25% (O-O)	Income-producing Owner-occupied residential	10% credit automatic if federal tax credit is received Minimum investment: $15,000 over 36 months	One credit per 10 years per taxpayer, credit must be taken in five installments
Utah	20%	Residential	Minimum investment: $10,000 over three years	SOI Standards apply
Vermont	10%	Income-producing in a designated "downtown" or "village center"	Minimum investment: $5,000 Cap: $50,000/project, $1.5 million statewide (no more	Carry forward: 10 years (in the form of a bank credit certificate)

State	Credit Level	Applicability	Requirements and Limitations	Other Information
			than 30% of credits can be applied to a single municipality)	Other credits available for façade improvements and expenses toward ADA or building code compliance
Virginia	25%	Owner-occupied residential Income-producing	Minimum investment: 25% of building value in owner-occupied structures, 50% otherwise	SOI Standards apply Carry forward: 10 years
West Virginia	10% (I-P) 20% (Res.)	Income-producing properties eligible for the federal tax credit Residential structures listed on the National Register	Minimum investment: 20% of the property's basis for residential credits only	SOI Standards apply Carry forward: 5 years
Wisconsin	5% (Com.) 25% (O-O)	Commercial properties eligible for the federal tax credit Owner-occupied residential	Minimum investment: $10,000 over two years for owner-occupied residential, otherwise amount equal to the building's adjusted basis Cap: $10,000/project	
District of Columbia	35%	Owner-occupied residential in one of twelve pre-specified historic districts	Minimum investment: $5,000 over 24 months Cap: $25,000/project	15% bonus for properties located in the Anacostia Historic District Must meet household income limits Structural repairs & exterior work only

Source: National Trust for Historic Preservation, July 2007 (http://www.nationaltrust.org/help/downloads/State_Rehab_Tax_Credits_07-2007.pdf)

Project/Location	Description	Project Cost	Financing
Jerry White Building Wichita, Kansas	Adaptive reuse of lodge hall to retail	$1.2 million	Federal HTC—$0.3 million; State HTC—$0.2 million
Roosevelt-Lincoln Junior High Salina, Kansas	Adaptive reuse of surplus school to low- and moderate-income senior housing	$8.6 million	State HTC—$2.1 million and Federal HTC + LIHTC
Philip Hardware Store Hays, Kansas	Adaptive reuse of hardware store to retail/residential	$425,000	Federal and State HTC—$140,000
Frank and Dora Wolcott House Hutchinson, Kansas	Rehabilitation of owner-occupied home	$148,000	State HTC—$30,000

Of further note, some of the state HTCs found along Route 66 are some of the most innovative and flexible HTCs in the United States. Table C.4 demonstrates that for two of the 8 Route 66 states (Kansas and Missouri). While the federal HTC is a primary aid to historic preservation in the United States, states HTCs are a crucial supplement support. The same is true of the New Markets Tax Credits.

TABLE 7.17
Comparison of Federal and Missouri and Historic Rehabilitation Tax Credits

Characteristic	Federal Credit	Missouri Credit	Kansas Credit
Per-Program Maximum	None	None	None
Annual Credit Limitations	None	None	None
Commercial Buildings	Qualify	Qualify	Qualify
Residences	Do Not Qualify	Qualify	Qualify
Restoration Period	24 Months or 60 Months	24 Months	24 Months
Holding Period	5 Years	None	None
Reduction of Basis by Amount of Credit	Yes	No	No
Recapture	Yes	No	No
Carry-Back Period	1 Year	3 Years	10 Years
Carry-Forward Period	20 Years	10 Years	Pro-Rata
Partnership Allocations	Pro-Rata	Pro-Rata or based on agreement	Yes
Transferable	No	Yes	

Source: Lohman et al. 2000. *The Missouri Business Law Quarterly* 5:4 (Fall).

NEW MARKETS TAX CREDIT

The New Markets Tax Credit (NMTC) is offered from the Community Development Financial Institution (CDFI) Fund within the United States Department of the Treasury. Authorized by the Community Renewal Tax Relief Act of 2000, the NMTC grants a 39 percent tax credit for investment in Community Development Entities (CDEs).

A CDE provides loans, investments or financial counseling in "low income communities," (LICs)—census tracts with a minimum 20 percent poverty level or where median income is at or below 80 percent of the area median family income. CDEs may comprise various entitles, including for-profit community development financial institutions, for profit subsidiaries of community development corporations, and specialized small business investment companies. The CDEs in turn make "qualified low- income community investments" (QLICIs). The QLICIs can take various forms, including investing or lending to a "qualified active low-income community business" or QALICB (a business located in a LIC with a "substantial connection to that location"), financially aiding other CDEs, (through investing, lending or purchasing loans), or providing financial counseling to LICs.

The 39 percent tax credit is given for making a "qualified equity investment" (QEI) in a CDE. A QEI consists of purchase of stock or a capital interest in a CDE--thus helping capitalizing these entities-- and the investment must remain for 7 years-- thus constituting "patient capital," reflecting the fact that it often takes longer to secure a profit in a LIC. The NMTC is generally excluded from investment in rental real estate with some exceptions (e.g., such real estate is part of a mixed-use project).

The NMTC 39 percent tax credit is taken over 7 years (equal to about 30 percent in present value terms). The 39 percent is scheduled as follows: a 5 percent credit is allowed in each of the first 3 years and a 6 percent credit is extended in each of the final four years. Thus, an investor who committed a $1 million QEI to a CDE making QLICIs and the like would receive the tax credits shown below over 7 years (worth $1 for $1 against federal tax obligations). As with the HTC and the LIHTC, much NMTC is conducted through syndicators with investors entitled to a pro rata share of the NMTC tax shelter according to their proportional investment.

Year	NMTC
1	$50,000
2	$50,000
3	$50,000
4	$60,000
5	$60,000
6	$60,000
7	$60,000
Total	$390,000

It is instructive to point out differences between the Federal HTC and NMTC besides that of primary mission-- historic preservation for the former and economic development for the latter. While the Federal HTC is not capped in amount, the NMTC is with the available amounts shown below:

NMTC Allocation Round	NMTC Allocation Year	NMTC Amount Allocated (Billions)
Round 1	2003	$2.5
Round 2	2004	$3.5
Round 3	2005	$2.0
Round 4	2006	$4.1
Round 5	2007	$3.9
Round 6	2008	$3.5
Total		$19.5

Further, while the Federal HTC is an entitlement (i.e. the tax credits are automatically extended provided preservation-appropriate substantial rehab is affected in certified historic structures), the NMTC is much more competitive. Entities first compete to be selected as CDEs on the basis of their business strategy, capitalization, management capacity, expertise in working with the disadvantaged, anticipated community impact, and other factors; only about 20 percent of applicants for CDEs for NMTC purposes are chosen. Further, only about 10 percent of the tax credit dollars requested by the CDE finalists are in fact awarded. In short, the NMTC involves a complicated multi-stage process of the CDFI Fund first choosing and allocating tax credits to CDEs, investors then making QEIs in the CDEs, and finally the CDEs either directly or indirectly making various investments to bolster economic activity in the low-income neighborhoods.

While it may be complicated and convoluted (a trait shared with other tax credit subsidies), the NMTC has in short order become an important revitalization investment vehicle. As of January 2007, 233 allocation awards totaling $12.1 billion had been made to 179 CDEs.[254] CDE investments grew from about $140 million in 2003 to $2.2 billion in 2005[255]. While CDEs can make many types of investments, in practice the most typical investment (88 percent) has been a loan with most of these loans going for commercial real estate.[256] The NMTC tax credit allows an interest reduction on a loan equal to roughly 2.5 to 5.0 percent[257]. Besides a below market interest rate, the NMTC allows other ways for borrowers to secure better loan terms, such as permitting a longer-than standard period of interest-only payments or lower than-standard origination fees.

[254] Some CDEs had received multiple awards (United States Government Accountability Office 2007, 3)

[255] United States Government Accountability Office 2007, 3

[256] Of total NMTC loans and investment from fiscal years 2003 through 2007, 45 percent was used for the rehabilitation of commercial real estate, 30 percent was used for new commercial construction, 18 percent was applied for business-fixed assets and the remainder was used for various other purposes such as business working capital (United States Government Accountability Office 2007, 30-31)

[257] Armistead 2005, 1

Although the NMTC is not directed to historic preservation per se, it can and has been applied in this context—provided standard NMTC guidelines are met. According to the National Trust Community Investment Corporation (NTCIC), a CDE formed by the National Trust for Historic Preservation, 38 percent of National Register Historic Districts, 58 percent of the buildings within these districts (about 950,000 contributing buildings), and 33 percent of all staffed Main Street programs from the National Trust are all in NMTC-eligible (i.e., LIC) census tracts[258]. While we don't know how many NMTC projects in fact involve historic preservation, indirect evidence suggests that preservation has definitely been part of this program. When NMTC investors were asked what other government incentives they used besides the 39 percent credit, almost 30 percent cited utilization of the federal HTC (United States General Accounting Office 2007, 36). Further, the National Trust for Historic Preservation's CDE—the NTCIC—received one of the largest first round NMTC allocations ($127 million), and as of 2007, the NTCIC had been awarded a total NMTC allocation of about *$200 million*. Examples of NTCIC projects that have drawn on the NMTC as well as HTC and other aids are shown below.

Project/Location	Description	Project Cost	Financing
DIA Beacon, NY	Conversion of 1919 292,000-sq-ft manufacturing facility to avant garde art museum	$31.3 million	$28 million, foundation and individuals; $6.3 million, federal HTC and NMTC
First Street Lofts Flint, MI	Adaptive reuse of 1920s' bank to mixed-use loft apartments and office	$6.3 million	$1.4 million bank loan; $1.9 million federal HTC, NMTC, and other tax credits; $1.5 million foundation and grants
Helman Building San Antonio, TX	Adaptive reuse of 1907 hotel to headquarters complex	$5.9 million	$2.1 million developers' equity; $2.0 million private loan; $1.1 million federal HTC and NMTC
Carpenter Center for the Performing Arts Richmond, VA	Adaptive reuse of Loew's movie theater to performing arts center	$85.5 million	$20 million federal-state HTC and NMTC; $25 million city grant; $14 million donations
Pontchartrain Hotel New Orleans, LA	Adaptive reuse of hotel to senior housing	$20.5 million	$5.2 million federal-state HTC; $2.8 million NMTC; $8.4 million bank loan

In sum, our discussion thus far as described and illustrated some of the most significant (by dollar volume) financial aids to historic preservation (and affordable housing and economic development) in the United States. The federal HTC is the longest-running (starting in the late 1970s) and the largest pool of resources (cumulatively, about $40 billion [$77 billion when adjusted for inflation]) in investment encompassing about 45,000 projects. The federal HTC is "piggy-backed" with state HTCs in about 30 states. While not targeted for historic preservation per se, the LIHTC program has been long-running (1987 to date), is significant in scale (cumulatively involving $10 billion allocated, supporting about 1.8 million housing units), and has not infre-

[258] Campbell and Tetrault, 2003

quently been used in historic preservation contexts, such as projects combining the federal (and state) HTC and the LIHTC. The NMTC is of more recent vintage (first allocation in 2003) but in only a few years has achieved significant financial clout (about $20 billion allocated). While the goal of the NMTC is economic development in needy areas, in practice it has assumed an important historic preservation role as its tax credits are not infrequently combined with federal and state HTCs.

Of a very different stripe from the above troika of tax credits useful for preservation—HTC, LIHTC, and NMTC—is the programmatic support ($9.3 billion from 1992 through 2009) offered from the Transportation Enhancement Activities (TEAs). TEAs can materially aid preservation and, of course, transportation—a dual synthesis of particular import to Route 66, as discussed below.

UTILIZATION OF TAX CREDIT PRESERVATON PROGRAMS IN THE EIGHT ROUTE 66 STATES

From east to west, Route 66 is contained within the eight states of Illinois, Missouri, Kansas, Oklahoma, Texas, New Mexico, and California. While there are sometimes individual state-by-state differences and program-by-program differences (detailed shortly), the eight states as a group are overall active participants in the major tax credit programs in the United States that were described earlier. Let us review this program by program, starting with the single most important preservation incentive, the federal HTC.

From FY2005 through FY 2009, there were a total of 4,409 federal HTC projects nationwide, encompassing an expense of $15,795.7 million (Table 7.18).[259] In this same five-year period, the eight Route 66 states contained 960 federal HTC projects (21.7 percent of the United States total), totaling an expense of $4,033 million (25.5 percent of the United States total). As the eight Route 66 states constitute about 29 percent of the nation's housing and about 31 percent of the nation's population (Chapter 1 of the current study), the eight states' utilization of the federal HTC approximates, at the low end, their proportional share of the country's housing and population count.

Whereas all eight Route 66 states have used the federal HTC over FY 2005 through FY 2009, their programmatic HTC tallies differ by state, as is detailed in Table 7.18. This variation, in part, reflects the considerable differences in the states' relative sizes (e.g., California has about 16 times New Mexico's housing units), as well as the fact that some of the eight Route 66 states have been more aggressive than others in using the federal HTC. A notable standout in this regard is Missouri. In the five years from FY 2005 through FY 2009, Missouri was ranked first in the country for four consecutive years with respect to the number of federal HTC projects and in

[259] Refers to "Part 3"-approved projects and "Part 3"-certified expenses.

four years ranked first or second in the United States with respect to the dollar volume of federal HTC investment. In contrast, New Mexico has relatively scant federal HTC utilization.

What about the state HTC, a frequent (30 states nationwide) addition to the federal HTC? As noted earlier, of the eight Route 66 states, four (Kansas, Missouri, New Mexico, and Oklahoma) have state HTCs in place, and four of the states do not (Arizona, California, Illinois, and Texas. The details of the four Mother Road states are shown in Exhibit 7.16. Of further note as mentioned earlier, is that the four Mother Road states with state HTCs have some of the most innovative and financially aggressive features nationwide for this type of incentive. The New Mexico state credit percentage (50 percent) is the highest of all state HTCs nationwide (although there is a relatively restrictive dollar cap in New Mexico; see Table 7.16). In this same light of innovation, the Kansas and Missouri state HTCs are far more flexible and far-reaching compared with the federal HTC (see Table 7.17 for comparison.)

We noted earlier that preservation projects sometimes combine the LIHTC with the HTC (both state and federal) and, in a similar vein, such projects may combine the NMTC with the HTC. While data on the exact number of such so-called "twinned" (i.e., dual-subsidy) projects are unavailable, we can report on overall LIHTC and NMTC activity that is utilization of these programs for any purpose (preservation or otherwise). Not surprisingly, the eight Mother Road states have garnered considerable sums of LIHTC and NMTC assistance. From 1987 through 2008, the eight Mother Road states have subsidized a cumulative total of 528,268 LIHTC housing units,[260] representing a total LIHTC allocation of $2,844.4 million (Table 7.19).[261] From 2001 through 2009 (NMTC Allocation Rounds 1-7), the cumulative NMTC allocation to entities in the eight Mother Road states was $3,403 million.[262]

[260] LIHTC housing units by state: AZ = 25,473; CA = 134,267; IL = 67,355; KS = 23,972; MO = 37,561; NM = 12,132; OK = 30,675; TX = 196,833.

[261] LIHTC total dollars allocated (in $ millions) by state: AZ = $168.8; CA = $1,163.7; IL = $417.6; KS = $95.2; MO = $180.4; NM = $62.4; OK = $102.9; TX = $653.4.

[262] NMTC allocation by state (in $ millions): AZ = $300; CA = $410; IL = $824; KS = $0; MO = $1,112; NM = $110; OK = $400; TX = $247. *Note* The allocation by state does not necessarily mean that the NMTC investment occurred in the same state.

Table 7.18:
Participation of the Eight Route 66 states in the Federal HTC (FY2005 – FY2009)

Route 66 States	Number of Projects	Expenses ($ millions)	Expense per project ($ millions)
Illinois	62	$710.3	$11.46
Missouri	650	$1,780.4	$27.39
Kansas	66	$124.6	$1.89
Oklahoma	21	$109.3	$5.20
Texas	55	$372.9	$6.78
New Mexico	9	$5.5	$0.61
Arizona	25	$51.2	$2.05
California	72	$878.8	$12.21
All Route 66 States	960	$4,033.0	$4.20
Total United States	4409	$15,795.7	$3.58

Table 7.19:
Participation of the Eight Route 66 states in the Federal LIHTC (1987 - 2008)

Route 66 States	Total Housing Units	Total Allocated (in $ millions)
Illinois	67,355	$417.6
Missouri	37,561	$180.4
Kansas	23,972	$95.2
Oklahoma	30,675	$102.9
Texas	196,833	$653.4
New Mexico	12,132	$62.4
Arizona	25,473	$168.8
California	134,267	$1,163.7
All Route 66 States	528,268	$2,844.4
Total United States	1,761,245	$10,013.7

The big picture is that the eight Route 66 states are major players to the tune of billions of dollars, and tens of thousands of housing units with respect to the direct and indirect preservation (and housing and economic development) tax credit programs detailed here—HTC, LIHTC and NMTC. Given the above, it is not surprising that these programs are utilized along Route 66. We cite some examples below.

To date, there have been five HTC projects on Route 66-sited or –associated properties in Oklahoma. The five are the Vickery Service Station (see Chapter 6 case study) and Cities Service Station #8, both in Tulsa; the Will Rogers Hotel in Claremore; the Bristow Firestone Station in Bristow; and the Clayton Wells Building in Sapulpa, Oklahoma. As many other HTC endeavors nationwide, the above-listed HTC projects in Oklahoma have entailed respectful preservation and

adaptive reuse. Examples include the Vickery Service Station (now used as an Avis rental car facility)—and the Will Rogers Hotel (now serving as an apartment building for seniors).

In sum, the eight Mother Road states have as a group participated in a significant fashion in our acronyms of the major preservation subsidies in the United States today—HTC, HTC paired with LIHTC and NMTC—and, in a step-down process, we find applications of these programs along Route 66. Given the scale of Route 66 (a 2,400-mile corridor encompassing about 2.2 million housing units and plentiful businesses), its rich historic character (many resources already listed or eligible for the National Register of Historic Places/state registers, with yet more to be identified/nominated), and the Mother Road's need for extensive investment, one would expect yet more activity of the major tax credit–driven preservation financial aids in contemporary America, as described in this section. While Rutgers does not have a quantitative census of the specific major tax credit–driven preservation programs on Route 66, our impressions, reinforced by discussions with individuals/organizations knowledgeable about the Mother Road, is that the tax incentive utilization is "light," given the scale, rich, historic character and the need for investment. See Chapter 7 text for further discussion on this and the reasons for the "light" level of tax credit utilization on the Mother Road.

ACTIONS TO BOLSTER FEDERAL HTC UTILIZATION ON ROUTE 66

One way to encourage greater utilization of the tax credits on the Mother Road is to amend the credit provisions. We will again refer to the federal HTC as an example. Certainly, the requirements and mechanics of the program can be improved and would make the federal HTC more workable on Route 66. The federal HTC was a more potent subsidy under its Economic Recovery Tax Act (ERTA) provisions in the 1981 through 1986 era than its Tax Reform Act (TRA) era (1986 to date). These stark changes are summarized below.

Selected Provisions of Section 47 over Time

Selected Provisions	***ERTA-era Tax Credit (1981-1986)***	***TRA-era Tax Credit (1986+)***	***Comment***
Tax credit percentage	15, 20, and 25%	10 and 20%	Higher % worth more
Reduce depreciable basis by amount of credit	1981—No 1982-1986—Reduce by 50%	Reduce by 100%	Lesser reduction worth more
Apply tax credit to active income (for individuals)	Yes	With qualifications	Broader application (to active income) worth more

Additionally, there are some major and often illogical differences between the HTC 20 percent credit and its sister 10 percent credit for commercial, non-historic rehabilitation—both authorized by Section 47 of the Internal Revenue Code—and the LIHTC authorized by Section 42, as is summarized below.

Comparison of the Section 47 and Section 42 Tax Credits

Selected Provisions	Section 47-Historic Tax Credit (20%) and Commercial (10%) Tax Credit	Section 42- Low Income Housing Tax Credit	Comment
"Deep" (versus "shallow") subsidy	Shallow	Deep	Deeper subsidy worth more
Reduce depreciable basis by amount of credit	Yes	No	Lesser reduction worth more
Boost credit by 130% in Qualified Census Tract (QCT) or Difficult to Develop Areas (DDA)	No	Yes	Boosted credit worth more
"Substantial rehab"	Greater of: $5,000 or adjusted basis	Greater of: $3,000 or 10% of adjusted basis	Higher "substantial rehab" requirement is harder to realize
Boost credit in small projects	No (but shallow subsidy)	No (but deep subsidy)	See above on "Boosted credit"
"Act of God" triggers recapture	Yes	Limited	Recapture is a potential tax liability
Applicable to income-producing housing	Yes—20% credit No—10% credit	Yes	Greater application worth more
Limited to properties built prior to 1936	Yes—10% credit	Not applicable	Age-restriction limits use

In response to the above, there have been calls to bring back some of the ERTA-era provisions of the rehabilitation tax credits, to reduce the disparities between the latter and the LIHTC, and in general to remove structural impediments to the application of the rehabilitation tax credits. These provisions are contained in HR-2479, currently under consideration in the House of Representatives, 112th Congress.

Strategies to Modernize the 20% and 10% Rehabilitation Tax Credits

Provision	Impact
30% Small Deal Credit – limited to small projects with up to $5 million in Qualified Rehab Expenditures. Small Deal Credits would be freely transferable outside the real estate partnership.	Reduce the transaction costs of small deals thereby providing more subsidy to the costs of rehabilitation. Promote greater use of the HTC in rural areas and small towns.
Energy Efficiency Supplement – for properties that achieve a 30-50% increase in energy efficiency provides a $2.00-5.00 per square foot supplemental credit.	Encourage developers of historic properties to maximize the use of conventional energy saving materials.
Twinning HTCs and Renewable Energy Credits – allows same twinning of Section 47 and 48 credits currently allowed for LIHTCs and NMTCs.	Encourage developers of historic properties to use alternative energy sources for HVAC and hot water.
Moderate Rehab – by lowering the "substantial rehab test to 50% of adjusted basis, would allow moderate rehabilitation.	Expand the stock of eligible HTC properties and incentivize new property owners to undertake rehabilitation.
Improve the 10% Credit – Index eligibility to properties 50 years or older and allow the use of the 10% for housing.	Expand the stock of eligible non-historic properties. Provide needed affordable and market rate housing.
Expand Nonprofit Use of the HTC – eliminate restrictions on nonprofit and government agency tenancy in HTC properties.	Improve leasing potential of HTC properties that depend on access to the entire market of prospective tenants.
Increase the Value of State HTCs – eliminate federal taxation of the proceeds of State HTCs.	Increase the pricing of State HTCs to the level of the federal HTC ($.90-1.00 per tax credit dollar).

This legislation addresses important changes that have been shown to be necessary based on over 30 years of program experience. There are three distinct themes. The 30 percent Small Deal Credit with the proposed ability to sell the credit as a certificate outside a limited partnership would foster greater use of the federal HTC in small town and rural settings where project and building sizes are much smaller. The certificate sale, already used by many state HTC statutes, lowers transaction costs which tend to be about the same regardless of deal size. Relatively high transaction costs for small deals absorb a disproportionate share of the value of the credit, acting as a disincentive to the use of the federal HTC outside major metropolitan areas. All of these changes would be a boon to HTC use on the Mother Road.

The Energy Efficiency Supplement and the provision for twinning the federal HTC and Renewable Energy Credits reflect an effort to better align preservation with the important national goal of reducing carbon emissions and slowing global warming. Historic rehab is arguably already a "green" activity due to the location of older properties in areas with available transit, educational and utility infrastructure. Again, thank Route 66! Rehab is also an opportunity to recycle the "embodied energy" used to construct these buildings and manufacture the materials originally used in their construction. Encouraging greater use of conventional insulating strategies through the Energy Efficiency Supplement and promoting the use of alternative energy sources through the twinning of the federal HTC and Renewable Energy Credits would make an inherently green activity even greener.

State adoption of HTCs of their own to piggyback onto the federal HTC can encourage greater HTC investment. For example, Kansas made available a state HTC in 2001 and, in the subsequent five years, Kansas had more HTC investment than in the previous 20 years. As noted earlier, four states along Route 66 (Arizona, California, Illinois, and Texas) do not have state HTCs, so adopting such a state aid may very well replicate the Kansas spurt in HTC activity.

States along Route 66 that already have state HTCs might consider amendments to encourage greater investment. As an example, Oklahoma has had a state HTC in place, but this program can be bolstered through such means as extending the state tax credit program to owner-occupied properties (it currently is limited to income-producing properties) and allowing the tax-credit benefit to be transferred to entities seeking such shelter (provisions found in the Missouri and Kansas state HTCs; see Table 7.17).

ACTIONS TO IMPROVE LIHTC UTILIZATION ON ROUTE 66

States may wish to consider other actions to make tax credits more widely available for preservation purposes in general and Route 66 in particular. For example, we previously described the LIHTC as vital for affordable housing, and when combined with the HTC, provides a potent subsidy for combined preservation and affordable housing projects. What could be better for the Mother Road!

Yet, it is very competitive to secure low income housing tax credits as many supply for such aid. To guide the selection among many competing applications, all states allocating the LIHTC are required to adopt a Qualified Allocation Plan (QAP)—which adhere to IRS requirements as well as reflect individual state housing priorities. In brief, QAPs take into account such factors as proposed project location, cost, amenities, and other characteristics. Since competition for the LIHTC is so fierce, the QAPs are important in guiding which projects are funded.

As an example, we will briefly note the OAP criteria in Oklahoma. That state has both "threshold criteria[263]" and "selection criteria[264]" and it is possible that some these criteria *may* encourage or

[263] Threshold Criteria

The 11 threshold criteria in Oklahoma are: 1)Notice Requirements; 2) Market Analysis; 3) Nonprofit Owners; 4) Resolution of Local Support; 5) Capacity and Prior Performance; 6) Acquisition Credits; 7) Environmental Review; 8) Financial Feasibility and Viability; 9) Readiness to Proceed; 10) Public Housing Wait Lists; and 11) Capital Needs Assessment.

[264] Selection Criteria

Oklahoma LIHTC applications that meet all threshold criteria will then be scored using the selection criteria. A higher score allows the applicant to be more competitive and more likely to receive LIHTC awards.

1. *Income Targeting* – points will be awarded based on percentage of total AHTC units targeted to persons at or below 50% AMI.
2. *Term of Affordability* – there is a programmatic requirement to maintain the housing as affordable for 30 years. If an additional 10 year term of affordability is added points are awarded.
3. *Development Location and Housing Characteristics* – development's geographic location and prevailing market conditions at the time of application can strengthen an application. *(CONTINUED ON NEXT PAGE)*

discourage projects that involve rehabilitation (as opposed to new construction) in general and historic preservation in particular[265]. Oklahoma and sister Route 66 states may wish to consider adding QAP criteria that either directly or indirectly foster rehabilitation applications. An example is adding points for historic rehabilitation. That would help rehabilitation/preservation projects statewide as well as on Route 66. At least 17 states give points for historic rehabilitation housing applications for LIHTC assistance or more generally have set aside preferences for rehabilitation applications (not specifically historic). These 17 states include: Arizona, Arkansas, Colorado, Delaware, Georgia, Illinois, Indiana, Iowa, Louisiana, Nevada, New Jersey, Ohio, Pennsylvania, Tennessee, Vermont, Virginia and Wisconsin. That list includes only one (Arizona) of the eight Route 66 states and Arizona's provision is noted below.

> ARIZONA 2008
>
> Historic Preservation (up to 40/331 points) (12%)
>
> 15 points—Fifteen points are available for the following projects: (1) consisting of one or more structures individually listed in the National Register of Historic Places as evidenced by a letter

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4. *Development Leverage* – if a project is able to attract tangible, cost beneficial investments or contributions it is awarded points. Examples of leverage include, but are not limited to: CDBG, HOME, AHP Program of the FHLB, among others.
5. *Community Support* – points are awarded if the project is able to acquire financial commitments from local organizations and community partners.
6. *Development Amenities*[264] – only amenities that exceed the minimum required by applicable laws or building codes will be eligible for points.
7. *Development Services* – applicants must demonstrate commitments for the provision of appropriate services.
8. *Applicant/Owner Experience* – applications will be evaluated on the experience of the team in owning and successfully operating LIHTC programs.
9. *Management Experience* – applicants must demonstrate experience with providing management services for the LIHTC program.
10. *Tenant Special Needs Populations* – points will be awarded if the development commits to serving people with special needs
11. *Tenant populations of individuals with children* – to be awarded points for this criterion the development must provide amenities targeting children and at least 50% of the units must have 2 or more bedrooms.
12. *Tenant Ownership* – applications will receive points if single-family home ownership after the compliance period is proposed.
13. *Preservation of affordable housing units from pre-1990* – points will be awarded to the applications proposing the acquisition and substantial rehabilitation of affordable housing units originally constructed prior to 1990.

[265] Does the Oklahoma QAP encourage or discourage projects that involve rehabilitation (as opposed to new construction) and specifically for rehabilitation projects, does the Oklahoma QAP encourage or discourage historic preservation projects? The answer is not that clear.

Two Oklahoma QAP threshold criteria: the "Financial Feasibility and Viability" and the "Readiness to Proceed," as well as one selection criterion: "Development Amenities" *may* favor new construction because: 1. rehabilitation/preservation projects may cost more (hence score lower on the financial yardstick), 2. may require additional layers of approval (hence score lower on "readiness to proceed"), and 3. may confront additional challenges on such project amenities as handicap accessibility, higher energy efficiency, central air-conditioning, and larger (2- and 3- bedroom) units. On the other hand, one Oklahoma QAP selection consideration "Preservation of affordable housing units from pre-1990" *may* very well favor LIHTC applications involving rehabilitation and historic preservation. "

In short, Oklahoma has a most successful LIHTC program and it warrants consideration how its LIHTC effort can be better synthesized with the goal of fostering historic preservation. An evaluation of the Oklahoma QAP and how the selection criteria may directly or indirectly influence the selection of rehabilitation/historic preservation applications is a start.

from the National Parks Service, State Historic Preservation Office ("SHPO"), or tribal equivalent thereof, or (ii) consisting of one or more structures certified by the National Parks Service, SHPO Office or certified Local Government as contributing to a Register District (a Register District is a designated area listed in the National Register, or listed under state statute or local ordinance as substantially meeting the requirements for listing of districts in the National Register); or (iii) a project located within an area that has been zoned as an historic area as evidenced by a copy of the municipal zoning ordinance that was adopted on or before the deadline date and a letter from the local municipality indicating that the design will meet the requirements outlined in the zoning ordinance. Applications for historic preservation of existing rental housing shall be supported by a relocation plan.

25 points—Twenty-five points are available for projects that have received a certification signed by the National Park Service for Historic tax credits. Applications for historic preservation of existing rental housing shall be supported by a relocation plan.

More widespread adoption of rehabilitation-preservation furthering criteria in the QAPs of the eight Route 66 states would be helpful to the Mother Road and preservation more generally[266].

PROPERTY TAX HISTORIC PRESEVATION INCENTIVES

We conclude our discussion with consideration of one last tax-driven program to aid historic preservation, both generally and along Route 66. Many state governments, in addition to (or in lieu of) income tax credits for historic preservation, have enabled local governments to offer property tax incentives to encourage historic rehabilitation. Three types of programs are made

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[266] A recent federal law—Housing and Economic Recovery Act (HERA) signed July 30th 2008—*requires* state housing finance agencies to include "the historical nature of the project" as part of their required selection criteria for LIHTC Qualified Allocation Plans (QAPs). To that end, the following model language has been suggested by the National Conference of State Historic Preservation Officers.

MODEL LANGUAGE

_____ points are available for projects of historic character "Historic Character"

"Historic Character" means any project consisting of one or more structures (1) (a) individually listed in the National Register of Historic Places; (b) located in a registered historic district and certified by the Secretary of the Interior to the Secretary of the Treasury as being of historic significance to the district; (c) that have received local landmark designation through a local historic preservation commission through an ordinance; or (d) located within an area that has been zoned as a historic area; and (2) the rehabilitation of which will be completed in such a manner as to be eligible for (federal and/or state) historic rehabilitation tax credits.

Required Documentation: (1) (a) A letter from the Department of the Interior's National Park Service (NPS) verifying that the structure(s) are listed in the National Register of Historic Places or verification of the listing through the NPS website at www.cr.nps.gov/nr; (b) an Evaluation of Significance in the form of a Historic Preservation Certification Application Part 1-Evaluation of Significance (Form 10-168) from the NPS; (c) a letter from the local historic preservation commission evidencing the local landmark designation; or (d) a copy of the municipal zoning ordinance and a letter from the local municipality verifying that the project is located in an area zoned as historic and that the project will meet the requirements outlined in the applicable zoning ordinance(s); and (2) a letter from the State Historic Preservation Office evidencing that the rehabilitation is a certified rehabilitation which will be completed in a manner consistent with the historic character of the structure or the district in which the structure is located and is eligible for (federal and/or state) historic rehabilitation tax credits.

available: property tax exemption/reduction, property tax rehabilitation incentives, and slotting property taxes for preservation purposes (e.g., tax increment financing)

Property Tax Exemption/Reduction

Property taxes are exempted (no property taxes are paid) or reduced on historic properties. These provisions do not require investment (e.g. rehabilitation) but are extended solely on the basis that preserving a landmark is socially desirable and a property tax break is one means to realize such preservation. To illustrate, Connecticut allows tax exemption or reduction where tax relief is necessary to permit continued operation or maintenance. Alabama's Constitutional Amendment No. 373 classifies historic buildings as Class III structures, a category assessed at 10 percent of fair-market value. Without this special provision, certain types of Alabama landmarks, such as nonresidential structures or residential buildings that are not owner-occupied, would be assessed at 20 percent of fair-market value. Amendment No. 373 thus reduces the assessment and therefore the property taxes of affected historic structures by one-half.

Property Tax Rehabilitation Incentives

These programs accord favorable property-tax treatment to historic buildings in particular or any buildings undergoing renovation. Their provisions range from reducing the existing property taxes (*rehabilitation refund*), to not reassessing (*rehabilitation assessment*), or only partially increasing the assessment, of the rehabilitated landmark (*rehabilitation abatement*). All of these treatments convey property-tax relief, for rehabilitating the historic property improves its value and therefore should result in an increased, rather than a decreased/frozen, property assessment/tax obligation.

About 15 states provide for various types of rehabilitation incentives. Five permit refunds. New Mexico Statue §18-6-13, for example, had provided that "local, city, county and school property taxes assessed against the property shall be reduced by the amount expended for restoration preservation and maintenance." The amount of the refund varies across jurisdictions. New York allows a credit against taxes equal to almost the full amount expended on rehabilitation. In contrast, Maryland limits the refund to 10 percent of rehabilitation expenditures. There are also variations in the time span over which the refund is in effect, with a range from 5 years in South Dakota and Maryland to a generous 12 years in New York.

Rehabilitation refunds are quite expensive since the taxing jurisdiction is not only precluded from any gain in assessment/taxation due to rehabilitation but suffers an absolute loss in its tax base for varying periods of time. It is perhaps for this reason that rehabilitation incentive and abatement programs are more popular—they have been adopted in a total of about 10 states. These statutes typically allow a 5-to-10 year period during which the rehabilitated historic building either will not be revalued or else is reassessed by only a fraction of the true value added by the renovation. Some states combine rehabilitation assessment/abatement provisions. Maryland provides a two-year period after renovation of a landmark when there is no increase in assessed value. Afterwards, the following schedule is maintained: in year three, the upward reassessment

is limited to 20 percent of the improvement; in year four, 40 percent; in year five, 60 percent; in year six, full upward reassessment is permitted. Other combinations are also found. New York, for example, combines a rehabilitation assessment and refund.

Slotting Property Taxes for Preservation Purposes--Tax Increment Financing (TIF)

The objective of this third group of strategies is to turn the "lemon" of property taxes, especially high taxes that can discourage investment, into the "lemonade" of a resource that can support investment, whether preservation or for other purposes. A prime example is tax increment financing (TIF). A TIF is a popular tool to finance new development or redevelopment (rehabilitation and new construction) by capturing the property appreciation and associated nominal higher property tax payments ensuing from the development or redevelopment. The mechanism works as follows.

1. The area within where the development/redevelopment is to occur is designated as a TIF district
2. Property values for standard property taxation purposes are then frozen in the TIF district for a given period of time (e.g., 10 to 20 years).
3. As property values from the frozen levels increase over time, the appreciation (or "increment") is applied for development or redevelopment purposes. The amount captured is equal to the increment in property value multiplied by the property tax rate (the full rate or a portion, such as the municipal but not the school property tax rate).

To illustrate, say a city with an effective (or "equalized") property tax rate (EPTR) of 2 percent created a TIF to help preservation. If the TIF district appreciated $10 million in value from the frozen base, then $200,000 ($10 million × 2 percent) in preservation assistance would be made available annually.

There are many TIF variations, such as "bond TIF" (city issues bonds to raise money for up-front project purposes with the bonds to be repaid from projected TIF revenues) versus a "pay-as-you-go TIF" (annual TIF revenue is made available as per the district's valuation increment). Since developers often need assistance up front to launch a project, a bond TIF is more desirable, albeit riskier (if the value increment is not secured). Because all TIFs involve some risk, this mechanism typically requires state enabling authority for the effecting local entity. Further, the type of area eligible for a TIF may be limited to "blighted," "redevelopment" or other financially challenged locations. Relatedly, a TIF may require a report showing that "but for" this finance mechanism the proposed project could not proceed. In practice, however, "blight" and "redevelopment" are themselves broadly applied as is the satisfaction of a "but for" requirement.
Almost all states (almost 45) authorize TIFs. California has the most TIFs--about 500 aggregating about $1.5 billion in property value and comprising almost 10 percent of all this state's property wealth. Besides California, other heavy versus of TIFs include Illinois, Minnesota and Pennsylvania.

TIFs can be used to finance almost anything deemed desirable. California TIFs have financed affordable housing as well as a new baseball stadium for the San Diego Padres. Cleveland, Ohio helped finance the Rock & Roll Hall of Fame with a TIF. Pedestrian skyways and underground garages, important in the cold Minnesota climate, have been financed in the Twin Cities with the TIF mechanism. Not surprisingly then, historic preservation has also been included in the activities funded by a TIF.

To understand TIFs better, we shall discuss this program and its application to historic preservation in Chicago, Illinois and Tulsa, Oklahoma—two proud cities along Route 66. Chicago and other Illinois cities are allowed to use a TIF to generate property tax dollars for economic development purposes in specifically designated areas. The TIF allows the city to invest all new property tax dollars generated from the designated TIF district (property value appreciation from the frozen tax base multiplied by the property tax rate) for as long as 23 years.
Illustrative is Chicago's North/Central Loop TIF—the first and largest (both in terms of land area and value of property) TIF project in Chicago and one of the largest in the United States. In order to revitalize the declining downtown area, the City of Chicago initiated the North Loop Tax Increment Financing (TIF) project in the mid-1980s. The original project, the North Loop covering about 32 acres of total property valued at about $53 million, was undertaken in 1984. Subsequently, in 1997, a considerably larger Central Loop extension was added to this project.
Today, the entire project is generally referred to as the Central Loop. The Central Loop TIF district currently covers 171 acres of land and incorporates 22 redevelopment agreements where TIF subsidies were paid. Since the inception, the total dollar amount of TIF allocations has been about $273 million, of which $183 million were developer subsidies and $91 million were public works or infrastructure expenditures. The total amount of private investment in the North/Central Loop TIF has been $1.153 billion. Some of this area's major projects included renovation of the historic Blackstone Hotel and Palace Theater ($65 million private investment was aided by a $17 million TIF) and the historic rehab of the Chicago Theater ($42 million private investment aided by a $16 million TIF). The Chicago North/Central loop is not alone but is joined by almost 130 other TIF locations in this city--comprising 30 percent of Chicago's land area.

The Chicago Loop contains some of the priciest real estate in the United States. The TIF in Chicago has also been used in a very different context. Hilliard Homes, a deteriorated public housing complex with historic significance that is located on Chicago's South Side, is slated to be rehabilitated at a cost of about $80 million. Major funding sources include about $30 million from the Chicago Housing Authority, $25 million-$30 million in tax-exempt bonds, $10 million in equity from the Federal HTC, and a TIF contributing $6 million.

A TIF strategy has also been used in Oklahoma. The Oklahoma Local Development Act (0S 62 § 850 *et seq*) authorizes TIFs to capture the increase in tax revenues in designated areas for a specified amount of time to fund public improvements in order to stimulate and enhance reinvestment. We do not have state wide Oklahoma data on TIFs, however, the city of Tulsa (whose leadership helped pass the local Redevelopment Act) has at least six TIFs which were created

from the early 1990s onward: Brady Village (1993), Central Park (1994), Technology (1999), North Peoria Avenue (2002), Blue Dome (2003) and Tulsa Hills (2006). (Tulsa Hills is administered by the Tulsa Development Authority.) Some of these Tulsa TIFs involve historic and related cultural resources. For example, Brady Village (Tulsa's first TIF) is located within the city's original town and is designed to support an active Arts and Entertainment District in part due to the Historic Brady Theater and Cain's Ballroom being situated in Brady Village. Incremental tax revenues amount to about $1.3 million and that and other funds has enabled public improvements, such as on-street parking, identity lighting and street landscaping. These investments have, in turn, spurred the renovations of the Tribune Building and Cain's Ballroom and construction of Williams Communications building. The TIF has also aided historic adaptive reuse, such as the conversion of a former 60,000 square foot grocery warehouse to the corporate headquarters of Wallace Engineering, employing over 100.

Brady Village is not alone in a TIF encouraging neighborhood and historic revitalization in Tulsa. For instance, Tulsa's Blue Dome TIF district contains eight buildings with a high level of architectural and or historic significance, including the Blue Dome building, a 1920's Gulf oil station, and the original Santa Fe Railroad Depot. Building rehabilitation and historic preservation in Brady Village has been aided by the TIF and sister programs, such as the adaptive reuse of a 1900s hotel to residential lofts.

In summary, the TIF is an important strategy for encouraging preservation. Imagine a TIF targeted to the Mother Road and the resources that could be made available to Route 66.

Slotting Property Taxes for Preservation Purposes- Business/Special Improvement Districts

A business improvement district (BID), often referred to as a special improvement district (SID), also merits consideration. A *Special Improvement District (SID)* is an organizing and financing tool for stimulating and supporting local, often downtown central business district (CBD) revitalization (National Council for Urban Economic Development 1988, 1). A common feature is that businesses or property owners within a designated area agree to pay an assessment to support improvements or services that specifically benefit the area. The SID's improvements and services in a district are distinguished from those "normally" provided by the municipality to the area and, as such, are paid for by the property owners within the district.

The idea for the SID is modeled on the shared maintenance program of many suburban shopping centers. Tenants of a mall pay a common area maintenance fee to underwrite services that enhance the appearance of the common areas and provide cooperative advertising for the mall and its stores. A SID works in much the same way. However, because a SID has multiple property owners (stakeholders), not one as in a mall, they need to agree to the extra maintenance fee (assessment). Thus, stakeholders in a commercial district can align themselves in much the same way as a mall operation, to improve their area (district) via an assessment fee.
Common SID activities include:

Maintenance—street/sidewalk cleaning, graffiti removal

Public Safety/Hospitality—Public safety officers, visitor assistance

Business Development—Commercial vacancy reduction, business mix improvement

Marketing—Special events, public relations, promotional materials, holiday decorations and banners

Capital Improvements—Improved streetlights, custom trash receptacles, directional street signage, custom news boxes, and flower boxes, as well as sidewalks, curbing and pavers in partnership with municipal and state funding

Landscaping—Planting trees/flowers, tree pit maintenance and hanging flower baskets

Community Service—Fundraising, charitable events, homeless and youth services

To reiterate, the above SID services are a supplement to, and not a replacement for, municipal services. The ideal SID will enhance and partner with municipal services already in place and will work to ensure a more cost effective, accountable and reliable delivery of services.

A SID will often complement parallel efforts to organize local businesses (e.g., a downtown merchants association or National Trust Main Street Program) and to revitalize the downtown area (e.g., through designation of an Urban Enterprise Zone or UEZ). Yet, there are differences as well. For instance, while business participation in a merchants association is voluntary, all downtown property owners in a SID are automatically included. The SID enjoys a steady and reliable source of funding (the SID assessment is described later) not available to the merchants

association. And while a downtown may have both a SID and a UEZ, the former acts as a business constituency focusing on improvements and customer satisfaction while the latter typically concentrates on business recruitment and job creation.

Special Improvement Districts to revitalize older business centers date from roughly the late 1970s (beginning in Toronto, Canada; the first United States SID was located in New Orleans) to early 1980s when they were first applied in such states as New York and Maryland (Smartt and Berlin 1987, 44). There are currently 48 states that allow SIDs, including all eight Route 66 states. For example, in 1973, Illinois authorized differential taxing areas (Special Service Areas) within a municipality for services or improvements that were not generally available (National Council for Urban Economic Development 1988, 10). California authorized a SID program in 1965, Kansas in 1981, Missouri in ___, and Texas and Arizona in ___ respectfully.
An important feature of an SID is its ability to levy a tax, over and above the general prevailing property tax rate, to fund its services. One common formula is as follows:

$$\textit{Individual Assessment} = \frac{\textit{Assessed Property Value of an Individual Property}}{\textit{Total Assessed Property Value of the SID}} \times \textit{Annual SID Budget}$$

Another way of stating the above is:

$$\textit{Individual Assessment} = \textit{Individual Property Assessment} \times \textit{SID Property Tax Surcharge}$$

where

$$\textit{SID Property Tax Surcharge} = \frac{\textit{SID Budget (raised from local sources)}}{\textit{Total Assessed Property Value of the SID}}$$

Sample Application of a TIF and SID on Route 66.

There is considerable potential from application of a TIF or SID on Route 66 because of the significant property value related to the Mother Road. We can estimate the order of magnitude of that value—at least for residential properties—from the GIS-census analysis implemented in this study's Chapter 2; we can then calculate potential TIF-SID revenues for Route 66.

The census contains information on residential property values (no census data is available for nonresidential property values). According to the 2000 census, the number of owner-occupied residential properties in the Route 66 Corridor, their value per unit, and aggregate value (as of 2000) are shown in Table 7.20. In sum, the aggregate value of owner occupied homes in the Route 66 Corridor is about $170 billion.

Table 7.20:
Number and Value of Owner Occupied Housing in the Route 66 Corridor (2000)

State	Units	Median Value	Total Value
Arizona	47,662	$89,111	$4,247,208,482
California	332,802	$244,379	$81,329,819,958
Illinois	243,502	$123,560	$30,087,107,120
Kansas	3,662	$51,433	$188,347,646
Missouri	250,681	$94,033	$23,572,286,473
New Mexico	128,381	$127,040	$16,309,522,240
Oklahoma	147,561	$78,450	$11,576,160,450
Texas	34,701	$67,036	$2,326,216,236
Total	1,188,952	$149,995	$169,636,668,605

Source: U.S. Census, 2000 and Rutgers University

The census does not report the value of renter-occupied units; however it does indicate their monthly rents from which we can impute the total per unit market value (about 100 times the monthly rent). The number of renter-occupied residential properties in the Route 66 Corridor, their monthly rent, estimated value per unit, and aggregate value (as of 2000) are shown in Table 7.21 Thus, all rental residential homes in the Route 66 Corridor have an estimated total value of about $49 billion.

Table 7.21:
Number and Value of Renter Occupied Housing in the Route 66 Corridor (2000)

State	Units	Median Monthly Rent	Approximate Value	Total Value
Arizona	22,361	$447	$44,700	$999,536,700
California	439,657	$701	$70,100	$30,819,955,700
Illinois	107,844	$486	$48,600	$5,241,218,400
Kansas	1,303	$273	$27,300	$35,571,900
Missouri	124,118	$422	$42,200	$5,237,779,600
New Mexico	59,900	$516	$51,600	$3,090,840,000
Oklahoma	76,330	$397	$39,700	$3,030,301,000
Texas	17,663	$393	$39,300	$694,155,900
Total	849,176	$579	$57,879	$49,149,359,200

Source: U.S. Census, 2000 and Rutgers University

Combining the value of both owner-occupied and renter-occupied homes in the Route 66 Corridor yields a total of about $219 billion (Table 7.22) as of 2000. (This does *not* include the value

of nonresidential properties in the Route 66 Corridor.) As it is unlikely that all of this $219 billion of residential property value would be available for TIF or SID purposes, we will not count the full $219 billion as a resource but rather a fraction of this amount. For illustrative purposes, we will assume that one-tenth of the $219 billion can be tapped for a Route 66 TIF-SID, or about $22 billion as shown in Table 7.22.

Table 7.22:
Number and Value of Renter Occupied Housing in the Route 66 Corridor (2000)

State	Total Owner and Renter Housing Value	Housing Value (10%) Assumed Available for TIF-SID Purposes
Arizona	$5,246,745,182	$524,674,518
California	$112,149,775,658	$11,214,977,566
Illinois	$35,328,325,520	$3,532,832,552
Kansas	$223,919,546	$22,391,955
Missouri	$28,810,066,073	$2,881,006,607
New Mexico	$19,400,362,240	$1,940,036,224
Oklahoma	$14,606,461,450	$1,460,646,145
Texas	$3,020,372,136	$302,037,214
Total	$218,786,027,805	$21,878,602,781

Source: Rutgers University

For the TIF, the existing *total property tax* rate is applied to the *increment of property appreciation* of the total $22 billion property value assumed available in the TIF district; for the SID, just a *small increase in* (or increment to) *the existing total property tax rate is applied*, however, this tax levy increase or increment is applied to the *full* $22 billion property value of the SID Route 66 Corridor district (not just the increment of value as in the TIF).

To illustrate, the census indicates a median total property tax rate for the state of Illinois of 0.0094 (or 94 cents per $100 of property market value). Table 7.22 indicated a base year (2000) residential property value available for TIF purposes in Illinois of about $3.53 billion. Assuming a modest annual property appreciation of 2%, then a 2% appreciation yields a first year property value increment of about $70.7 million ($3.53 billion x .02). Applying the Illinois property tax rate of 0.0094 to the $70.7 million increment yields a first year TIF resource of about $664,000. The annual and cumulative TIF Route 66 Corridor resources available over a 10 year period are shown in Table 7.23. As indicated, a TIF applied to the Route 66 Corridor in Illinois would cumulatively generate about $7.3 million over a decade.

Table 7.23
Illustrative TIF Application in the Illinois Route 66 Corridor

Year	Total Available Property Value	Estimated Annual Increment to Property Value	TIF Resource	
			Annual	*Cumulative*
2000	$3,532,832,552	$70,656,651	$664,173	$664,173
2001	$3,603,489,203	$72,069,784	$677,456	$1,341,628
2002	$3,675,558,987	$73,511,180	$691,005	$2,032,634
2003	$3,749,070,167	$74,981,403	$704,825	$2,737,459
2004	$3,824,051,570	$76,481,031	$718,922	$3,456,380
2005	$3,900,532,602	$78,010,652	$733,300	$4,189,681
2006	$3,978,543,254	$79,570,865	$747,966	$4,937,647
2007	$4,058,114,119	$81,162,282	$762,925	$5,700,572
2008	$4,139,276,401	$82,785,528	$778,184	$6,478,756
2009	$4,222,061,929	$84,441,239	$793,748	$7,272,504

Source: Rutgers University

The same procedure is applied to all eight Route 66 states with the results shown in Table 7.24. In year one, a TIF applied to the entire eight-state Route 66 Corridor would raise about $3.6 million. The cumulative TIF resource from a decade's application of the TIF strategy on Route 66 would yield an aggregate $40 million—a handsome resource.

Table 7.24
Illustrative TIF Application in the Entire Eight-State Route 66 Corridor

Year	Total Available Property Value	Estimated Annual Increment to Property Value	TIF Resource	
			Annual	*Cumulative*
2000	$21,878,602,781	$437,572,056	$3,613,785	$3,613,785
2001	$22,316,174,836	$446,323,497	$3,686,061	$7,299,845
2002	$22,762,498,333	$455,249,967	$3,759,782	$11,059,627
2003	$23,217,748,299	$464,354,966	$3,834,977	$14,894,604
2004	$23,682,103,265	$473,642,065	$3,911,677	$18,806,281
2005	$24,155,745,331	$483,114,907	$3,989,910	$22,796,192
2006	$24,638,860,237	$492,777,205	$4,069,709	$26,865,901
2007	$25,131,637,442	$502,632,749	$4,151,103	$31,017,003
2008	$25,634,270,191	$512,685,404	$4,234,125	$35,251,128
2009	$26,146,955,595	$522,939,112	$4,318,807	$39,569,936

Source: Rutgers University

The first year, tenth year, and cumulative ten year TIF Route 66 Corridor resource for each of the eight Route 66 states is shown in Table 7.25.

Table 7.25
Estimated TIF Resources in the Route 66 Corridor Available by State

State	TIF Resources		
	Year 1	*Year 10*	*Cumulative Total Years 1-10*
Arizona	$81,849	$97,817	$896,226
California	$1,749,537	$2,090,858	$19,156,937
Illinois	$664,173	$793,748	$7,272,504
Kansas	$5,374	$6,423	$58,845
Missouri	$541,629	$647,297	$5,930,689
New Mexico	$248,325	$296,771	$2,719,085
Oklahoma	$222,018	$265,332	$2,431,038
Texas	$100,880	$120,561	$1,104,613
Total	$3,613,785	$4,318,807	$39,569,936

Source: Rutgers University

A Route 66 Corridor SID would also yield considerable assistance. We will again refer to Illinois as a detailed state example. To recap, the SID works by applying a small additional property tax obligation to the SID total property valuation to fund SID services and improvements. In Illinois, the existing property tax rate is 0.0094 (94 cents per $100 of property market value). Let us assume that a small increment (1.5%) to this property levy is available for SID purposes or 0.000141 (0.0094 x .015). Thus, the SID levy amounts to about 1.5 cents per $100 of property market value. This SID levy is applied to the total available SID property value base of the Illinois Route 66 Corridor ($3.53 billion in the base year; Table 7.22), thus yielding about $498,000 in year 1. The annual and cumulative SID Route 66 Corridor resources available in Illinois over a 10 year period is shown in Table 7.26.

Table 7.26
Illustrative SID Application in the Illinois Route 66 Corridor

Year	Total Available Property Value	SID Resource	
		Annual	*Cumulative*
2000	$3,532,832,552	$498,129	$498,129
2001	$3,603,489,203	$508,092	$1,006,221
2002	$3,675,558,987	$518,254	$1,524,475
2003	$3,749,070,167	$528,619	$2,053,094
2004	$3,824,051,570	$539,191	$2,592,285
2005	$3,900,532,602	$549,975	$3,142,260
2006	$3,978,543,254	$560,975	$3,703,235
2007	$4,058,114,119	$572,194	$4,275,429
2008	$4,139,276,401	$583,638	$4,859,067
2009	$4,222,061,929	$595,311	$5,454,378

Source: Rutgers University

The same procedure is applied to all eight Route 66 states with the results shown in Tables 7.27 and 7.28. For instance, in year 10, a SID applied to the entire Route 66 Corridor would raise about $3.2 million, with a cumulative decade SID resource for the Mother Road of about $30 million, again (as with the TIF) a most desirable aid for Route 66.

Table 7.27
Illustrative SID Application in the Entire Eight-State Route 66 Corridor

Year	Total Available Property Value	SID Resource	
		Annual	*Cumulative*
2000	$21,878,602,781	$2,710,339	$2,710,339
2001	$22,316,174,836	$2,764,545	$5,474,884
2002	$22,762,498,333	$2,819,836	$8,294,720
2003	$23,217,748,299	$2,876,233	$11,170,953
2004	$23,682,103,265	$2,933,758	$14,104,711
2005	$24,155,745,331	$2,992,433	$17,097,144
2006	$24,638,860,237	$3,052,282	$20,149,425
2007	$25,131,637,442	$3,113,327	$23,262,753
2008	$25,634,270,191	$3,175,594	$26,438,346
2009	$26,146,955,595	$3,239,106	$29,677,452

Source: Rutgers University

Table 7.28

Estimated SID Resources in the Route 66 Corridor Available by State

State	SID Resources		
	Year 1	*Year 10*	*Cumulative Total Years 1-10*
Arizona	$61,387	$73,363	$672,170
California	$1,312,152	$1,568,144	$14,367,702
Illinois	$498,129	$595,311	$5,454,378
Kansas	$4,031	$4,817	$44,133
Missouri	$406,222	$485,473	$4,448,017
New Mexico	$186,243	$222,578	$2,039,314
Oklahoma	$166,514	$198,999	$1,823,278
Texas	$75,660	$90,421	$828,459
Total	$2,710,339	$3,239,106	$29,677,452

Source: Rutgers University

BYWAYS PROGRAM
TECHNICAL COMPENDIUM

ROUTE 66 AND THE NATIONAL SCENIC BYWAYS PROGRAM

The National Scenic Byways program, administered by the Federal Highways Administration (FHWA) of the US Department of Transportation (USDOT), is an attempt to bring recognition to certain roads that have distinctive qualities by "creating a unique travel experience and enhanced local quality of life through efforts to preserve, protect, interpret, and promote the intrinsic qualities of designated byways." The National Scenic Byways Program was established by the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) and has been continued by all subsequent transportation acts, including the most recent, the Safe Accountable Flexible Efficient Transportation Equity Act: A Legacy for Users of 2005, known as SAFETEA-LU.[267] The program consists of a designation process for byways according to a specified set of criteria as well as a grant program under which designated byways are eligible for funding for byway-related projects.[268] The byways grant program is one of the FHWA's many discretionary funding programs, which provide assistance for a wide variety of highway-related projects.[269] Route 66 has been designated a National Scenic Byway in some (but not all) of the eight states through which it passes, so a brief discussion of the Byway designation and grant processes is relevant to this study.

BYWAYS DESIGNATION

The National Scenic Byways Program has a highly regimented process for designating Byways. Anyone can nominate a road to be a byway, but all applications have to be submitted through a state, Indian tribe, or federal land management agency.[270] To be designated, a road must have at least one of a list of "intrinsic qualities" at a level that makes it of "regional significance."[271] These qualities extend the definition of "scenic" well beyond its common meaning to encompass a wide variety of attractive characteristics. The intrinsic qualities are:

- Archaeological
- Cultural
- Historic
- Natural
- Recreational
- Scenic

[267] http://www.fhwa.dot.gov/safetealu/factsheets/scenic.htm
[268] http://www.byways.org/learn/program.html
[269] http://www.fhwa.dot.gov/discretionary/
[270] http://bywaysonline.org/nominations/2008/guide/guide_who
[271] http://bywaysonline.org/program/iq.html

The Byways program has two levels of designation: National Scenic Byway and All-American Road. For designation as a National Scenic Byway, a road must "possess characteristics of regional significance" in one of the intrinsic qualities. To be designated as an All-American Road, a road must "possess characteristics of national significance" in two of the intrinsic qualities. All-American Road is thus a higher level of designation. Every All-American Road would also qualify as a National Scenic Byway, and many roads are first designated as National Scenic Byways and later manage to upgrade their designations to All-American Roads.

This upgrading sequence has been the case with the segment of Route 66 in Arizona, which was designated as a National Scenic Byway in 2005 and as an All-American Road in 2009.[272] The other segments of Route 66 that are designated as National Scenic Byways are in Illinois (designated in 2005),[273] New Mexico (designated in 2000),[274] and Oklahoma (designated in 2009).[275] The Missouri segment is not designated nationally, but it does have a state designation that makes it eligible for National Scenic Byways grant funding (see below).[276] As of January 2010, preparation of a corridor management plan, a necessary prerequisite for federal designation, for the Missouri portion of Route 66 was underway.[277] The Kansas, Texas, and California portions of Route 66 are not designated as state or national Byways. Kansas has two federally designated Byways and several state ones.[278] California has seven federally designated Byways and many more state ones.[279] Texas has no federal Byways but it does have ten state-designated "trails" that are functionally similar to Byways but organized somewhat differently from those in most other states.[280] A "Feasibility Analysis" of the National Scenic Byways program was conducted for the State of Texas by the Center for Nature and Heritage Tourism at Southwest Texas State University (STSU) in 2002 to evaluate the potential benefits and drawbacks to participation in the program.[281] It concluded that while there were some potential benefits to participation in the program, the benefits to rural landowners were unclear, which was problematic because most of the negative impacts of designation in the form of increased tourism would likely be borne by those landowners. Furthermore, local land-use planning is controversial in rural Texas, and in much of the state there is no mechanism in place by which the required corridor management plan could be developed and adopted. The STSU study therefore recommended that the state of Texas consider adoption of a program of National Scenic Byways entirely on federal land, to avoid the issues with effects on private landowners, as well as establish a state-level clearinghouse of travel routes that would serve many of the same purposes of the federal byways program without the perceived drawbacks. Since there is very little federal land in Texas, the first

[272] http://www.bywaysonline.org/inventory/byways/11291
[273] http://www.bywaysonline.org/inventory/byways/58612
[274] http://www.bywaysonline.org/inventory/byways/2087
[275] http://www.bywaysonline.org/inventory/byways/6335
[276] http://www.modot.org/scenicbyways/Contacts.htm
[277] http://www.missouri66.org/joomla/index.php/route-66-corridor-management-program/32-route-66-corridor-management-program
[278] http://www.bywaysonline.org/inventory/states/KS
[279] http://www.bywaysonline.org/inventory/states/CA
[280] http://www.bywaysonline.org/inventory/states/TX
[281] ftp://ftp.dot.state.tx.us/pub/txdot-info/library/reports/gov/tpp/scenicbyways.pdf

recommendation is somewhat moot. The second STSU recommendation has so far not been seriously considered, and the ten state-designated trails that have been in place in Texas since 1967 have not been heavily promoted by the state.

For a road to be designated a National Scenic Byway or All-American Road, it must have a corridor management plan (CMP) in place. This plan inventories the characteristics associated with the road and describes the intrinsic qualities that make it eligible for designation. It also contains plans and strategies for interpretation and promotion of the road. Economic development through heritage tourism is one of the key objectives of the National Scenic Byways program, so anyone nominating a road for recognition as a Byway must demonstrate a plan for capitalizing on the intrinsic qualities of the proposed Byway and using them to benefit the associated communities. A CMP for a proposed National Scenic Byway must contain fourteen elements:[282]

1. A map identifying the corridor boundaries and the location of intrinsic qualities and different land uses within the corridor.
2. An assessment of such intrinsic qualities and of their context.
3. A strategy for maintaining and enhancing those intrinsic qualities. The level of protection for different parts of a National Scenic Byway or All-American Road can vary, with the highest level of protection afforded those parts which most reflect their intrinsic values. All nationally recognized scenic byways should, however, be maintained with particularly high standards, not only for travelers' safety and comfort, but also for preserving the highest levels of visual integrity and attractiveness.
4. A schedule and a listing of all agency, group and individual responsibilities in the implementation of the corridor management plan, and a description of enforcement and review mechanisms, including a schedule for the continuing review of how well those responsibilities are being met.
5. A strategy describing how existing development might be enhanced and new development might be accommodated while still preserving the intrinsic qualities of the corridor. This can be done through design review, and such land management techniques as zoning, easements and economic incentives.
6. A plan to ensure ongoing public participation in the implementation of corridor management objectives.
7. A general review of the road's safety and accident record to identify any correctable faults in highway design, maintenance or operation.
8. A plan to accommodate commerce while maintaining a safe and efficient level of highway service, including convenient user facilities.
9. A demonstration that intrusions of the visitor experience have been minimized to the extent feasible, and a plan for making improvements to enhance that experience.

[282] http://www.bywaysresourcecenter.org/topics/corridor-management/planning/articles/582/

10. A demonstration of compliance with all existing local, State and Federal laws on the control of outdoor advertising.
11. A signage plan that demonstrated how the State will ensure and make the number and placement of signs more supportive of the visitor experience.
12. A narrative describing how the National Scenic Byway will be positioned for marketing.
13. A discussion of design standards relating to any proposed modification of the roadway. This discussion should include an evaluation of how the proposed changes may affect the intrinsic qualities of the byway corridor
14. A description of plans to interpret the significant resources of the scenic byway

A CMP for a proposed All-American Road must include all the elements above, plus three more:[283]

1. A narrative on how the All-American road would be promoted, interpreted and marketed in order to attract travelers, especially those from other countries. The agencies responsible for these activities should be identified.
2. A plan to encourage the accommodation of increased tourism, if this is projected. Some demonstration that the roadway, lodging and dining facilities, roadside rest areas, and other tourist necessitates will be adequate for the number of visitors induced by the byway's designation as an All-American Road.
3. A plan for addressing multi-lingual information needs.

The additional requirements for an All-American Road relate to the expectation that such a road is of national rather than merely regional significance, and can reasonably expect a higher level of visitation with the attendant challenges.

The CMP is a planning document without the force of law, and the National Scenic Byways program has no enforcement mechanism applicable to designated Byways other than loss of designation. The program is therefore largely a marketing and economic development strategy rather than a formal comprehensive planning framework. The major advantage of designation economically is that both state and national designation grant eligibility to apply for aid from the program to fund Byway-related projects.

THE BYWAYS GRANT PROGRAM

Projects associated with a road designated as a national, state, or tribal scenic byway are eligible for grants administered by the FHWA. These projects must be consistent with the corridor management plan for the byway, and they can be done simply as part of development and enhancement of the byway or to prepare a state or tribal byway for an application for federal designa-

[283] http://www.bywaysresourcecenter.org/topics/corridor-management/planning/articles/582/

tion.[284] The FHWA applies a variety of criteria in evaluating applications; projects that have substantial benefits to travelers on the byway (as opposed to the general public), can be implemented quickly, leverage large amounts of matching funds from other sources, and are high priorities for state and tribal programs are given higher priority. Large-scale, expensive projects expected to have high impacts and considerable strategic benefits are given particularly high priority.[285]

There are eight categories of projects eligible for grants. They are:[286]

1. State and Tribal Programs
2. Corridor Management Plan
3. Safety Improvements
4. Byway Facilities
5. Access to Recreation
6. Resource Protection
7. Interpretive Information
8. Marketing Program

These categories include a mix of planning, construction, and marketing activities. This shows the emphasis of the Byways program, which is very much on the physical condition and economic benefits of roads, rather than historic preservation per se, which is the focus of other programs such as the National Park Service's Route 66 Cost-Share grant program. Some historic preservation projects would qualify under the Byways Program's "Resource Protection" category, but there are many restrictions on this, including the requirement that any property preserved or restored using grant funds must be owned by a government entity or nonprofit organization.[287] In a case like Route 66, where the vast majority of historic properties associated with the road are privately owned, the use of this funding source for historic preservation projects is therefore very limited. Many other types of projects, such as corridor planning processes, development of interpretive materials, and physical improvements to the road itself, would more easily qualify for these grants. This funding source is therefore largely a supplement to more specifically preservation-focused funding programs such as the Park Service's rather than a replacement of them.

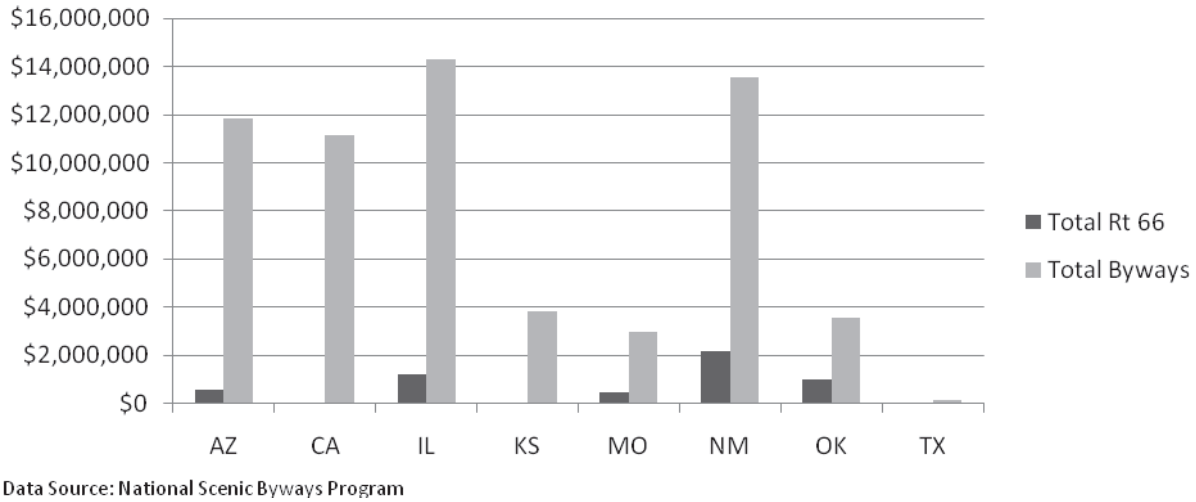
Many projects associated with Route 66 in the states where it has federal or state byway designation have applied for and received these grants.[288] Total Byways funding to date for all Route 66 projects since the beginning of the program in 1992 amounts to about $5.5 million.[289] This is nearly double the total amount of funding given out by the National Park Service's Route 66

[284] http://bywaysonline.org/grants/application/information/selection_criteria
[285] http://bywaysonline.org/grants/application/information/admin_criteria
[286] http://bywaysonline.org/grants/application/information/categories
[287] http://bywaysonline.org/grants/application/information/category_6
[288] All data from the summary reports at http://bywaysonline.org/grants/funded/
[289] All dollar figures are nominal and not adjusted for inflation. While the program began awarding grants in 1992, the first grants for Route 66 projects were not awarded until 1995.

Cost-Share program from 2001 to 2009, which was about $2.8 million. Transportation funding operates at a very different scale from historic preservation funding, and many of the individual projects funded by the Byways program received more money than the entire amount the Park Service program gave out in some years.

On the whole in the eight Route 66 states, Route 66 projects receiving Byways assistance have made up only a small portion of the overall funding given by the grant program to these states. Figure 7.4 and Table 7.13a (in chapter text) show the total amount of Byways funding in each Route 66 state compared to the specific Route 66 Byways aid. They show that overall usage of the grant programs varies widely from state to state. While there is a general correlation between increased use of Route 66 grants and increased use of Byways funding overall, it does not always hold, especially for the states that have not had their sections of Route 66 designated as Byways. Among these, California statewide has nevertheless received a considerable amount of grant funding from the Byways program, while Kansas statewide has received much less and Texas statewide has received almost none (due to its lack of participation in the program noted above). Among the states that have had their segments of Route 66 designated, Arizona and Missouri have received approximately the same amount of funding for Route 66 projects but Arizona has received vastly more funding for its other byways. Oklahoma, meanwhile, has received substantially more Route 66 Byways funding than Arizona but much less Byways funding overall. New Mexico has received the most overall funding for Route 66 Byways projects, while Illinois has received the most funding (of these eight states) overall, but the difference between these two is not very large on either measure.

Figure: 7.4:
America's Byways Funding of Route 66 and Total Projects by State, 1995 - 2009



Data Source: National Scenic Byways Program

The types of Route 66 projects funded by the Byways grant program in the different states also varied widely. Figure 7.2 (in chapter text) shows the breakdown of Route 66 funding by Byways category for each Route 66 state. In their Byways grand program utilization, Illinois, Missouri,

and Oklahoma have focused heavily on interpretive programs, while New Mexico and Arizona have invested more heavily in byway facilities. Arizona and Missouri devoted more attention in their Byways grant utilization to corridor management than the other states. New Mexico was the only state to secure any funding for state programs specifically related to Route 66, while Arizona and Illinois gave more attention to marketing than the other states. The low amounts of funding devoted to resource protection, which includes historic preservation, in all eight Route 66 states is noteworthy in the context of the restrictions noted above on the use of this funding that make it of limited utility for Route 66 preservation projects. Note that the Byways grant program categories shown in Figure 7.2 are indicated as percentages of the total Route 66 Byways funding awarded to each state, so the information in Figure 7.2 should be interpreted in the light of the absolute dollar funding numbers given in Figure 7.4 and Table 7.13a.

Clearly designation of portions of Route 66 as National Scenic Byways (and one All-American Road) has led to substantial amounts of Byways funding through the grant program for projects related to the Mother Road. Due to the nature of the program and its restrictions, however, little of that Byways funding has been directed toward historic preservation specifically. The substantial sums available for physical improvements, interpretive programs, and planning efforts related to the Route, however, make this program an important adjunct to other funding sources, such as the National Park Service Cost-Share program, in efforts to preserve, enhance, and promote Route 66 for the economic benefit of the communities through which it passed. More aggressive securing of Byways assistance for the Mother Road by the eight Route 66 states (and especially those states that lag in this regard) would be a very useful future strategy.

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