

HIGHWAY 199 VISITOR COMMUNICATION PROJECT

Preliminary Project Roadmap | September 2026

THE OPPORTUNITY

Prepare a coordinated Illinois Valley visitor communication resource before the anticipated four-hour Highway 199 closures begin in 2027.

Working Goal: Help travelers plan ahead, understand that the Illinois Valley remains accessible and open for business, and discover reasons to stay, explore and spend locally.

PROPOSED PROJECT TIMELINE

SEPTEMBER 23 | PROJECT KICKOFF

- Advisory Council discussion
- Identify needs, ideas, potential partners and existing resources
- Determine initial project direction

EARLY OCTOBER | PROJECT WORK SESSION

- Convene interested partners for a dedicated Highway 199 planning meeting
- Define audience, scope, format and distribution strategy
- Identify project roles and responsibilities
- Inventory existing visitor information and resources

OCTOBER | RESEARCH + CONTENT DEVELOPMENT

- Gather accurate travel information
- Identify participating businesses, attractions and visitor resources
- Develop content categories and potential itineraries
- Identify existing photography, maps and other assets
- Research printing, distribution and funding options

NOVEMBER | DESIGN + DEVELOPMENT

- Develop initial guide / communication materials
- Build digital components if selected
- Collect partner feedback

Confirm distribution strategy
Obtain preliminary printing estimates

DECEMBER | REVIEW + REVISION

Partner review and fact-checking
Final edits and design revisions
Confirm current business and travel information
Finalize printing quantity, budget and distribution partners

JANUARY 2027 | PRODUCTION + LAUNCH

Final approval
Print materials, if applicable
Publish digital resources
Distribute materials to participating locations
Launch coordinated communications

WORKING TARGET

Preferred launch: January 2027

If printing, funding, or content development requires additional time:

Contingency target: February 2027

QUESTIONS TO RESOLVE

Format: Print, digital, or both?

Audience: Who are we primarily trying to reach?

Content: What information will be most useful?

Ownership: Who maintains and updates the information?

Partners: Who needs to participate?

Distribution: Where will visitors encounter it?

Budget: What will design, printing, hosting and distribution cost?

Funding: What resources, sponsorships, grants or partner contributions may be available?

Measurement: How will we know whether people are using it?

IMMEDIATE NEXT STEPS

- ☐ Identify project participants
- ☐ Schedule Highway 199 Project Work Session for early October
- ☐ Confirm current Caltrans project information
- ☐ Inventory existing visitor guides, maps and resources

- ☐ Identify content and information gaps
- ☐ Begin researching production and printing costs
- ☐ Identify possible funding and distribution partners

PROJECT PRINCIPLE

Don't duplicate what already exists. Connect it, strengthen it, and make it easier for visitors to use.