

Florida Scenic Highways Program 2008 Statewide Conference Proceedings



Hyatt Regency Sarasota
Sarasota, Florida
May 1st and 2nd, 2008

Hosted By:
Florida Department of Transportation

Proceedings Prepared By:
Jacobs Carter Burgess
TranSystems
May 2008

Table of Contents

	Page
Agenda_____	2
Speakers Biographies_____	4
PowerPoint Presentations_____	9
Summary of FSHP Goals Setting Session_____	78
Attendee List_____	81
Pictures_____	85

2008 Florida Scenic Highways State Conference

Sarasota, Florida – Hyatt Regency Sarasota

May 1-2, 2008



DAY 1 – THURSDAY, MAY 1st

- 7:30 CONFERENCE REGISTRATION
- 8:30-9:45 OPENING SESSION
Keynote Speaker: Debbie Hunt, Assistant Secretary for Intermodal Systems Development, FDOT
Ballroom E/F
- 9:45-10:15 BREAK
- 10:20-11:05 MAKE YOURSELF KNOWN: BRANDING YOUR SCENIC HIGHWAY
Presenters: Patty Hurd, Jonathan Mugmon, Glatting-Jackson and Arlene Kern, FDOT – Traffic Ops
Ballroom C/D
- La FLORIDA: LAND OF FLOWERS
Presenter: Jeff Caster, FDOT- Environmental Management Office
Ballroom E/F
- 11:10-11:55 BENEFITS OF YOUR VISIT FLORIDA MEMBERSHIP
Presenter: Beth Rice, VISIT FLORIDA
Ballroom C/D
- THE GULF COAST HERITAGE TRAIL: FACILITATING PUBLIC ACCESS TO RESOURCES
Presenter: Julia Burch, Sarasota Bay Estuary Program
Ballroom E/F
- 12:00-1:30 LUNCH (ON YOUR OWN)
- 1:40-3:15 SCENIC HIGHWAYS ADVISORY COMMITTEE (SHAC) DISCUSSION PANEL
Moderator: Mariano Berrios, FDOT, Andy Nicol and Lynne Marie Whately, TranSystems
Ballroom E/F
- 3:15-3:45 BREAK
- 3:50-4:35 TOURISM DESTINATION MANAGEMENT: A NEW MODEL FOR SCENIC HIGHWAY DESIGNATION
Presenter: Renee Tallevast, West Volusia Tourism Advertising Authority and River of Lakes
Heritage Corridor
Ballroom E/F
- 4:30-5:00 DAY 1 CLOSING DISCUSSION
- 6:30 EVENING TROLLEY TOUR & RECEPTION LEAVES FROM HYATT REGENCY
- 7:30 SUNSET CELEBRATION BEGINS AT THE BEACHHOUSE RESTAURANT

DAY 2 – FRIDAY, MAY 2nd



- 7:30 CONFERENCE REGISTRATION
- 8:30-8:40 AWARD PRESENTATIONS & REVIEW OF DAY 1
Ballroom E/F
- 8:45-9:30 BYWAY ORGANIZATIONS: AREAS CRITICAL TO SUSTAINABILITY
Presenters: Wanda Maloney and Frances Kidd, Corridor Solutions
Ballroom E/F
- FLORIDA SCENIC HIGHWAYS PROGRAM WEB SITE – NEWS AND OVERVIEW
Presenter: Andy Nicol, TranSystems
Ballroom C/D
- 9:35-10:20 CAG & CME DISCUSSION
Moderator: Lynne Marie Whately and Andy Nicol, TranSystems
Ballroom C/D
- HISTORY AND LEGACY OF THE RINGLING ESTATE
Presenter: Lynn Hobeck, Ringling Estate
Ballroom E/F
- 10:20-10:50 BREAK
- 11:00-11:45 NEWS FROM THE BYWAY LOST & FOUND- A VISITOR'S EYE PERSPECTIVE
Presenter: Dennis Adams, America's Byways Resource Center
Ballroom E/F
- 11:45-1:00 LUNCH (ON YOUR OWN)
- 1:05-1:45 FHWA's GRANT GUIDANCE DOs & DON'Ts
Presenter: Mariano Berrios, FDOT
Ballroom E/F
- 1:50-2:20 WORKING WITH THE MEDIA
Presenter: Becky Repp, American Road Magazine
Ballroom E/F
- 2:25-3:45 FLORIDA SCENIC HIGHWAYS PROGRAM GOAL SETTING FORUM
Moderators: Andy Nicol and Lynne Marie Whately, TranSystems
Ballroom E/F
- 3:45-4:00 2008 CONFERENCE CLOSING – PRIZE PRESENTATIONS
Ballroom E/F

SPEAKERS BIOGRAPHIES

Dennis Adams

The America's Byways Resource Center announces that a new byway specialist has joined the team. Dennis Adams is moving from the National Scenic Byways Program staff at FHWA. As many of you know, Dennis is an "old highway guy", having worked for Minnesota Department of Transportation for 31 years. He practiced transportation landscape architecture for most of those years, designing and constructing rest areas, participating in road design teams and providing specialized services to the agency. He helped develop and coordinate Minnesota's scenic byway program.

As a byway specialist, Dennis looks forward to working with the southeast states and designated byways. He will participate in other resource center activities and looks forward to sharing information and experience with his colleagues and fellow byway enthusiasts. To stay connected to byways, Dennis and his wife must travel one of several America's Byways routes to get to their summer house above the Mississippi River in southwestern Wisconsin. The photo shows a favorite tool and work position on a standing on a ladder doing carpentry.

He travels byways at every possible opportunity.

Lynn Hobeck Bates

Lynn Hobeck Bates is the Public Relations Manager at The John and Mable Ringling Museum of Art. Her responsibilities include local, regional, and state media relations, community outreach, management of the Speaker's Bureau, internal staff communications, and outreach to the local hospitality and tourism market. Prior to this role, Lynn was the Director of Communications with SCOPE in Sarasota County for nearly two years where she oversaw all marketing, public relations, special event planning, and development activities. She successfully increased participation by 50% in their annual event, produced their second Annual Report, and had placement of stories in prominent local papers. Prior to that role she was a Career Counselor and Resident Director at several universities where she managed a staff of four. She has a B.S. degree from James Madison University and a Master of Education degree from Vanderbilt University. She and her husband have lived in Sarasota for the past 3 ½ years and enjoy the beautiful weather and the close-knit community. She is on the board of the Florida Public Relations Association and is an active member of the Sarasota Pan-Hellenic Association and St. Armand's Key Lutheran Church.

Mariano Berrios

Mariano Berrios is an Environmental Programs Administrator in the FDOT's Central Environmental Management Office in Tallahassee. He is responsible for the statewide administration of the FDOT's Noise, project specific Air Quality, and Scenic Highways Programs. In addition, he is in charge of the implementation of the statewide Transportation Enhancement Program projects and serves as the liaison between the Environmental Management Office and the Office of Design. Mr. Berrios chairs the FDOT's Noise Task Team and the Scenic Highways Advisory Committee. He is also a member of the TRB's Transportation-Related Noise and Vibration Committee (ADC40).

Mr. Berrios worked for the Federal Highways Administration for 9 years, 3½ for a private consultant, and has worked for the FDOT for 16 years. Mr. Berrios has a BS degree in Civil Engineering from the University of Puerto Rico.

Julia Burch

Julia is the Public Outreach Coordinator for the Sarasota Bay Estuary Program. She is responsible for developing and implementing programs to raise the community's awareness of SBEP and its mission to restore this area's greatest natural asset - Sarasota Bay. She is also responsible for interacting with local schools, teachers, students, citizens, organizations and media.

Julia graduated from New College of Florida with a Bachelor's degree in Psychology and Environmental Studies. Her studies at New College focused on animal behavior and environmental ethic development in humans. She has 10 years of experience working with kids, conducting behavioral research, water quality monitoring, and habitat restoration. Julia is a Certified Florida Master Naturalist and Florida Volunteer Administrator.

Jeff Caster

Born in the Garden State

Celebrating 30 years of good fortune... to live in *La Florida*, land of flowers

Lifelong conservationist

Florida Registered Landscape Architect

Florida Department of Transportation, Since 1993

Present position: State Transportation Landscape Architect

Adjunct Assistant Professor of Landscape Architecture

Florida A&M University, School of Architecture

1997-2007

Member and Past President, Florida Chapter, American Society of Landscape Architects

Member, Transportation Research Board (TRB) Landscape and Environmental Design Committee

Member, American Association of State Highway Transportation Officials (AASHTO) Technical Committee on Environmental Design

BS, Community Development, Purdue University

BS, Landscape Design, Florida A&M University

Master of Landscape Architecture, Cornell University

Clint Eliason

Clint Eliason is a Planner for TranSystems in Orlando, FL. Clint provides planning services and consultation to various state and local agencies across the country.

Mr. Eliason has worked with the Florida Scenic Highways Program since 2005 as the Statewide Consultant and has also worked with the Oklahoma Route 66 Scenic Byway and the North Richardson Scenic Highway in Alaska.

Clint also provides transit planning, land use planning, environmental planning, urban design, corridor studies, and GIS mapping expertise for his Clients.

Clint is from Salix, Iowa and attended Iowa State University for undergraduate school, earning a B.S. in Community and Regional Planning with emphasis in Environmental Planning and Urban Design. He lives in Baldwin Park, Orlando with his brother.

Shawn Hartzer

For six years Shawn Hartzer has worked for the Florida Division of Forestry. For the last three years Shawn has headed up the inventory effort on State forestland, gathering timber inventory data from the 33 State Forests and incorporating that information electronically and spatially through the use of GIS. Shawn is also in charge of the newly created forest data model, a spatial representation of all State Forests, showing forest attributes such as gates, roads and forest stands. Shawn is originally from Iowa and graduated from Iowa State University with a Forestry degree in 1999.

Patricia Hurd, E.I., AICP,

Transportation Planner, has been with Glatting Jackson since 2000. She has a Masters in City Planning from the University of California at Berkeley (2000) and a Bachelor of Science in Civil Engineering from the Georgia Institute of Technology (1997). Mrs. Hurd has worked on corridor alignment studies, context sensitive roadway design projects, traffic calming projects, and a long-range regional infrastructure plan. She has managed several scenic highway projects, including the SR 17 Scenic Highway Corridor Management Plan (Polk County, FL) and the Scenic and Historic A1A Corridor Master Plan (St. Johns County, FL). Patricia was a principal author of the Alachua County Corridor Design Manual, and she co-authored the article *Community Friendly Arterial Redesigning Urban Arterials to Support Redevelopment* published in the Sustainable City III, Urban Regeneration and Sustainability, (WITpress, Southampton, Boston. 2004). Her presentations include "Winning Context-Sensitive Designs" given at the APA National Conference 2004 and the "Transportation Professional's Role in a Successful Community" given at the ITE 2003 Technical Conference and Exhibit. Patricia is a member of the American Society of Civil Engineers, the Institute of Transportation Engineers, and the American Planning Association.

Arlene Kern

In the capacity as Highway Signing Program Manager for the FDOT, Arlene Kern assists in the development of and acts as an advocate for the published statewide and national uniform standards for traffic control signing found on Florida's state highways. She has been a civil engineering specialist for 12 years, and has enjoyed living in the southernmost, central-most, and northernmost places in the state in this same time frame. Arlene is an Honorary Conch, now embracing a sober rural lifestyle. She and her family are developing a hobby-farm on 7 acres in the Panhandle, with an assortment of barnyard animals and an abundant wildlife.

Frances Kidd

Is a nationally known fundraising consultant with over twenty years experience. She currently serves as an adviser to non-profit and political organizations, primarily in the areas of major donor strategy, board development, strategic planning and overall development and special event production. Frances has consulted with many national and local organizations including: Georgia Conservation Voters (Atlanta), The National Breast Cancer Coalition (Washington, DC), Natural Resources Defense Council (Los Angeles) and the A1A Scenic and History Coastal Byway (Florida).

In 2007, in partnership with Wanda Maloney of Corridor Solutions, Frances conducted a needs assessment and evaluation of the ten byways organizations in District Five of the Florida Department of Transportation. The purpose of the project was to determine the planning and development status of each organization, and to recommend to FDOT steps that each organization should take in order to become more sustainable.

Frances is a native of Newnan, Georgia and is a graduate of Emory University in Atlanta.

Wanda Maloney

Is a scenic byway consultant whose experience includes work at the national and state program levels, as well as with local byway organizations. She helped develop and implement the Georgia Scenic Byways Program, and worked as a Byways Specialist for the America's Byways Resource Center. In 2005, she founded *Corridor Solutions*, a consulting firm specializing in policy, planning and development services for byway programs and organizations.

Her clients have included the *A1A Scenic & Historic Coastal Byway*, the America's Byways Resource Center, and District Five of the Florida Department of Transportation. She holds a M.A. in Public Administration, and a B.A. in History from the University of Houston. She is a native of Baton Rouge, Louisiana, and now lives in Winston-Salem, North Carolina with her husband and three children.

Jonathan Mugmon

Jonathan Mugmon has over twelve years experience in all facets of project branding, wayfinding systems, public art, and environmental graphic design. He is a studio leader at Glatting Jackson, a multidisciplinary design firm with offices in West Palm Beach, Orlando, Atlanta and Denver. Jonathan's team specializes in creating wayfinding design systems for cities, parks, recreational trails, and scenic highways.

The Glatting Jackson wayfinding team focuses on creating an environment that engages the public. Wayfinding systems and environmental graphics should engage, direct, inform and enhance one's experience in a manner that reinforces the aesthetics and context of the project. A successful wayfinding design communicates direct and effective information for branding, circulation and wayfinding.

Andrew Nicol, AICP

Is an AICP certified planner and Project Manager for TranSystems in Orlando, FL. Andy provides project management and professional planning services to various state and local agencies across the country.

Mr. Nicol has worked with the Florida Scenic Highways Program since 2003 as the Statewide Consultant and as also worked with the Oklahoma Route 66 Scenic Byway and the North Richardson Scenic Highway in Alaska.

Andy also provides transit planning, land use planning, corridor studies, and GIS mapping expertise for his Clients.

Andy is from Buffalo, New York and attended Canisius College for undergraduate school and the State University of New York at Buffalo for graduate school. He lives in College Park, Orlando with his two (2) children and his wife Karen.

Beth Rice

Beth Rice has 20 plus years of experience in the tourism industry. Ten years in the car rental industry and over 10 years in the destination marketing business.

Her current position with VISIT FLORIDA covers the South region of Florida as Partner Development Representative. She started her career with VISIT FLORIDA in Dallas, Texas where she managed the South Central Region of the United States in the Sales Department. Beth was previously the Director of Sales for the Lee County Visitor and Convention Bureau in Fort Myers before joining VISIT FLORIDA in 1998.

Beth resides in Fort Myers with her 7 year old son Jarred.

Tim Smith

Mr. Smith is a lifelong resident of Florida. Tim holds a BS in Political Science and Geography as well as a Masters in Urban and Regional Planning from Florida State University. Tim is a City Planner who specializes in Transportation Planning. As the Transportation Planner with the Florida Department of Community Affairs his primary duties concentrate on the connection between transportation and land use decisions. Prior to his employment with the department Tim worked as a transportation planner for a private consulting firm.

Renee Tallevast

Since 1997, Renee Tallevast has served as Executive Director of the West Volusia Tourism Advertising Authority. She spent several years marketing the destination as St. Johns River Country, and in 2004, re-branded the area as the River of Lakes Heritage Corridor specifically promoting the cultural, heritage and natural assets of the region that includes more than a dozen small communities along the St. Johns River. Prior to taking the tourism reigns in West Volusia County, Renee served as Marketing Director for Hontoon Landing Resort & Marina in DeLand. A true nature lover, Renee enjoys gardening and spending time outdoors with her Jack Russell, Jill. Renee is also the proud mother to Sean, a Montana firefighter.

Lynne Marie Whately, AICP

Lynne Marie Whately is a AICP certified planner and Manager of Transportation and Environmental Planning with TranSystems and has provided project management and professional planning services to both the Florida Department of Transportation and the Wisconsin Department of Transportation in the development and implementation of their State Scenic Byways programs. Ms. Whately served as a member of a multi-discipline team of experts that developed the initial Program Manual for the FSHP and currently manages Program implementation for FDOT. She provides training and presentations about the program to local and state officials, program participants and industry professionals; has developed a logo sign for the program; reviews state grant applications; reviews designation applications; provides technical assistance to communities and local governments' and has lead efforts in regards to scenic highways and their relationship to other policies and programs, such as NEPA, Funding Sources, Signage, Economic Benefits and local government comprehensive planning. Ms. Whately assisted in the development of Florida Administrative Rules and FDOT Procedures. Ms. Whately has also served as a speaker at several past National Scenic Byways Conferences.

Ms. Whately has a Bachelors Degree in Planning and Public Administration from the University of Southern California, in Los Angeles, and a Masters Degree in Urban Planning for Florida State University in Tallahassee.

POWERPOINTS - DAY 1

Branding Your Corridor

Presented by:
Jonathan Mugmon, SEG

GLATTING JACKSON KERCHER ANGLIN

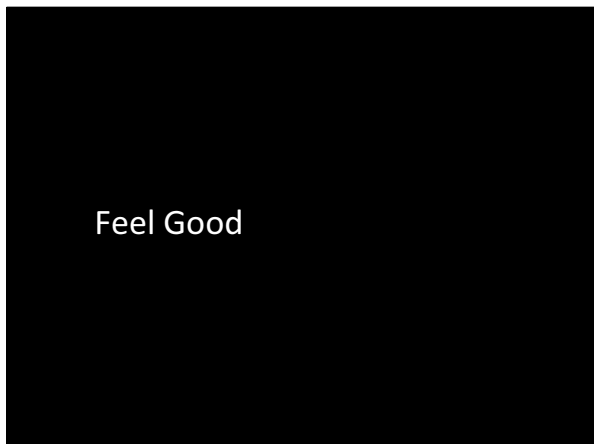
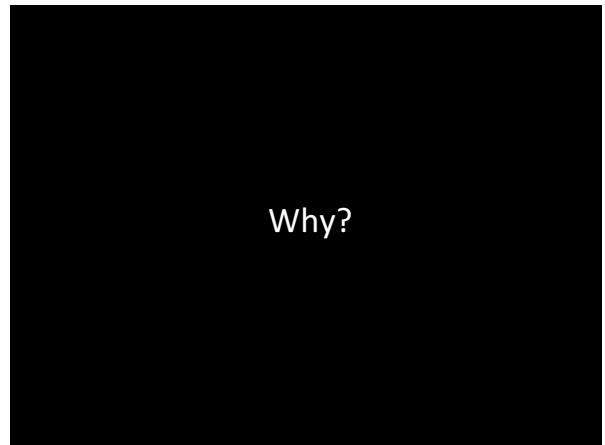
America's Storyteller

- Connect us to our regional history
- Promote you unique qualities
- Create a unique identity

- Archeological
- Cultural
- Historic
- Natural
- Recreational
- Scenic

What is a Brand?







Know your audience

- Outdoor Recreation

- Outdoor Recreation
- Active

- Outdoor Recreation
- Active
- Natural Beauty

- Outdoor Recreation
- Active
- Natural Beauty
- Adventure

- Outdoor Recreation
- Active
- Natural Beauty
- Adventure
- History Buffs

How can I use this information?

1. Attract people to your byway

1. Attract people to your byway

2. Pleasant experience

1. Attract people to your byway

2. Pleasant experience

3. Show them what is special

1. Attract people to your byway

2. Pleasant experience

3. Show them what is special

4. Tell the story along the way

How?

Contextual Design

Place Centered Design Approach

Logo
Brochure
Web Site
Map
Interpretation
Public Art
Wayfinding

Logo Design

Ingredients for Success?

St Johns County



St Johns & Flagler Counties



Lake County



Brochure/Map Ingredients

Mile Markers
 Parks
 Trails
 Visitor Attractions
 North Arrow/Scale
 Historic Sites
 Ecological Sites
 Scenic Areas
 Brief Description



Brochure/Map Ingredients

Mile Markers
Parks
 Trails
 Visitor Attractions
 North Arrow/Scale
 Historic Sites
 Ecological Sites
 Scenic Areas
 Brief Description



Brochure/Map Ingredients

Mile Markers
 Parks
Trails
 Visitor Attractions
 North Arrow/Scale
 Historic Sites
 Ecological Sites
 Scenic Areas
 Brief Description



Brochure/Map Ingredients

Mile Markers
Parks
Trails
Visitor Attractions
North Arrow/Scale
Historic Sites
Ecological Sites
Scenic Areas
Brief Description



Brochure/Map Ingredients

Mile Markers
Parks
Trails
Visitor Attractions
North Arrow/Scale
Historic Sites
Ecological Sites
Scenic Areas
Brief Description



Brochure/Map Ingredients

Mile Markers
Parks
Trails
Visitor Attractions
North Arrow/Scale
Historic Sites
Ecological Sites
Scenic Areas
Brief Description



Brochure/Map Ingredients

Mile Markers
Parks
Trails
Visitor Attractions
North Arrow/Scale
Historic Sites
Ecological Sites
Scenic Areas
Brief Description



Brochure/Map Ingredients

Mile Markers
Parks
Trails
Visitor Attractions
North Arrow/Scale
Historic Sites
Ecological Sites
Scenic Areas
Brief Description

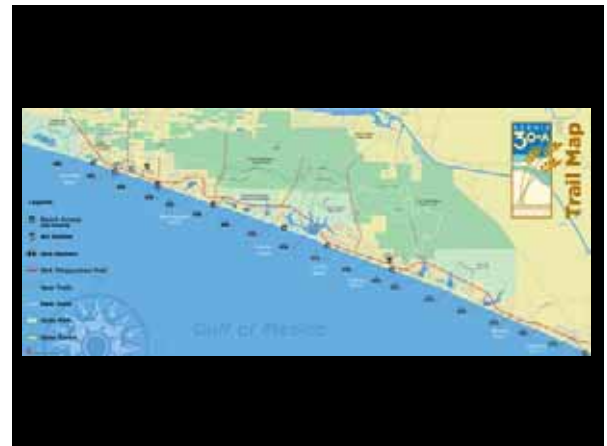


Brochure/Map Ingredients

Mile Markers
Parks
Trails
Visitor Attractions
North Arrow/Scale
Historic Sites
Ecological Sites
Scenic Areas
Brief Description



Map



Web Site

- Maps
 - Vehicular
 - Trail
- History
- Lodging & Dining
- Shopping
- Recreation
- Events
- Side Trips

Web Site

chesapeakebyway.org
arizonascenicroads.com
upperdelawarecscenicbyway.org

Interpretation



Interpretive Rules



Interpretive Rules

3
2
1

Interpretive Rules

3 Seconds
 Attract to the sign



Interpretive Rules

20 Seconds
 Keep their attention



Interpretive Rules

1 minute
 Convey your message



Interpretive Subject

Ecological
 Cultural
 Historical

Interpretive Subject

Ecological
Cultural
Historical



Interpretive Subject

Ecological
Cultural
Historical



Interpretive Art

Ecological
Cultural
Historical



Interpretive Art

Ecological
Cultural
Historical



Interpretive Art

Ecological
Cultural
Historical



Wayfinding

Wayfinding is:

Knowing where you are, following the best route to your destination and back.

Wayfinding Palette

Gateway Feature – Announces arrival to special place



Wayfinding Palette

Vehicular Directional – Provides orientation a decision points



Wayfinding Palette

Mile Marker – Locates user along path



Wayfinding Palette

Map Kiosk – Locates user in walk-able areas



Wayfinding Palette

Placemaking Elements – Promotes project character/theme



Wayfinding Methodology

- Path
- Edge
- District
- Node
- Landmark



Wayfinding Methodology

- Gateways
- Districts
- Super Destinations
- Priority Destinations
- Pedestrian Destinations

Wayfinding Standards - FDOT

- Coordination with Municipalities
- Criteria for destinations
- Minimum character height requirements
- Maximum of four destinations per sign
- Distances between signs

Branding Your Corridor

Presented by:
 Jonathan Mugmon, SEGD

GLATTING JACKSON KERCHER ANGLIN

TOURIST - ORIENTED DIRECTIONAL SIGNS

FOR

FLORIDA RURAL COMMUNITIES



Photo courtesy: Wisconsin DOT

PROGRAM AUTHORIZATION



NATIONAL TODS PROGRAM



ELIGIBILITY FOR INSTALLATION ON STATE HIGHWAY SYSTEM



"FDOT PERMIT SYSTEM"



- Number of Destinations : max 4 panels per sign assembly
- Eligible intersections may have up to three separate sign assemblies (12 destinations)
- General Service symbol or private logo may be incorporated into business panel
- Locations with State Road Frontage
 - AHEAD – ONE MILE if and only eligible intersection is 5 miles away
- Up to 25 miles from State Highway System.

TODS Program Development

ELIGIBLE RURAL COUNTY OR MUNICIPALITY MUST ANSWER TO MUTCD OUTLINED RESPONSIBILITY (for roads in own jurisdiction):

- A definition of tourist-oriented business, service, and activity facilities
- Eligibility criteria for facilities



- Provision for incorporating Specific Service signs
- Provisions for signs to facilities that are not located on the crossroad

- Maximum distance
- A definition of the immediate area.
- Provision for information centers (plazas)
- Provision for limiting the number of signs
- intersections on expressways
- illegal signs as defined by the Highway Beautification Act of 1965
- if advance signs will be permitted
- facilities operated on a seasonal basis
- time of operation
- provisions to charge fees to cover the cost of signs through a permit system.

Questions ?

- Purpose and Application
- Design
- Style and Size of Lettering
- Arrangement and Size of Signs
- Advance Signs
- Sign Locations

Jonathan Mugmon, SEGD
Glatting Jackson

jmugmon@glatting.com

Arlene Kern
Florida Department of Transportation

Arlene.Kern@dot.state.fl.us



La Florida!
 Land of Flowers...
 Ponce de Leon, 1513



Ponce de Leon claimed
 Florida for Spain.



Coreopsis, Florida's State Wildflower

FloridaWildflowerFoundation.org

- Coreopsis, Florida's State Wildflower,
 Section 15.0345, F.S. Official state wildflower
- Thirteen Species common to Florida



Coreopsis leucocoma
 (Photo by Jeff Caster)

FloridaWildflowerFoundation.org

<p><i>Coreopsis grandiflora</i> (Photo by Jeff Caster)</p>	<p><i>Coreopsis grandiflora</i> (Photo by Jeff Caster)</p>	<p><i>Coreopsis grandiflora</i> (Photo by Jeff Caster)</p>	<p><i>Coreopsis grandiflora</i> (Photo by Jeff Caster)</p>
<p><i>Coreopsis grandiflora</i> (Photo by Jeff Caster)</p>	<p><i>Coreopsis grandiflora</i> (Photo by Jeff Caster)</p>	<p><i>Coreopsis grandiflora</i> (Photo by Jeff Caster)</p>	<p><i>Coreopsis grandiflora</i> (Photo by Jeff Caster)</p>
<p><i>Coreopsis grandiflora</i> (Photo by Jeff Caster)</p>	<p><i>Coreopsis grandiflora</i> (Photo by Jeff Caster)</p>	<p><i>Coreopsis grandiflora</i> (Photo by Jeff Caster)</p>	<p><i>Coreopsis grandiflora</i> (Photo by Jeff Caster)</p>
<p><i>Coreopsis grandiflora</i> (Photo by Jeff Caster)</p>	<p><i>Coreopsis grandiflora</i> (Photo by Jeff Caster)</p>	<p><i>Coreopsis grandiflora</i> (Photo by Jeff Caster)</p>	<p><i>Coreopsis grandiflora</i> (Photo by Jeff Caster)</p>



Wildflower Specialty License Plate

■ Section 320.08058(27)(b)

The annual use fees shall be distributed to the Florida Wildflower Foundation, .



FloridaWildflowerFoundation.org



■ ...proceeds must be used to establish native Florida Wildflower **research** programs, wildflower **education** programs, and wildflower **grant programs** to municipal, county, and community based groups in this state.

FloridaWildflowerFoundation.org

Florida Wildflower Foundation Board of Directors

- Terril Nell, University of Florida
- Vacant, Florida Department of Environmental Protection
- Carolyn Schaag, Florida Federation of Garden Clubs, Inc.
- David Fasser, Florida Chapter of the American Society of Landscape Architects
- Nancy Rodlun, Master Gardener's Program
- Jeff Caster, Florida Department of Transportation
- Anne MacKay, Florida League of Cities
- Brightman Logan, Association of Florida Native Nurseries
- Terrie Fishman, Florida Department of Agriculture and Consumer Services
- Terry Zinn, Florida Wildflower Cooperative
- Gary Henry, Private Citizen

FloridaWildflowerFoundation.org

- As of March 1, 2008 there have been 115,418 wildflower license plates sold.
- Estimated revenue nearly \$1,731,270.00



FloridaWildflowerFoundation.org



Florida Ecotypes of Native Wildflowers for Roadsides



Jeffrey G. Norcini

University of Florida/IFAS
North Florida Research & Education Center, Quincy

Plant Origin Matters

Origin of native wildflowers could affect
performance and survival

FloridaWildflowerFoundation.org

Many of the best stands of wildflowers
are....

- Native
- All are naturally-occurring

FloridaWildflowerFoundation.org



Coreopsis nudata
Swamp Tickseed

FloridaWildflowerFoundation.org



Mimosa strigillosa
Powderpuff

FloridaWildflowerFoundation.org



Sisyrinchium angustifolium
Narrowleaf Blue-eyed Grass

FloridaWildflowerFoundation.org



Rudbeckia hirta
Black-eyed Susan

FloridaWildflowerFoundation.org

- Adapted to this region
- Can be thought of as Florida “ecotypes”

FloridaWildflowerFoundation.org

Population of a species that has adapted to a particular set of environmental conditions via natural selection

Involves many factors:
climate, latitude, elevation, soil,
insects, microorganisms, etc.



FloridaWildflowerFoundation.org

- Just as important as ecotype
- ↑ Diversity : ↑ Sustainability

FloridaWildflowerFoundation.org

Genotypes of population – mostly 'A', some 'B' and 'C'

[illegible]

FloridaWildflowerFoundation.org

'A' is susceptible to a disease or drought

[illegible]

FloridaWildflowerFoundation.org

'A' is susceptible to a disease or drought

FloridaWildflowerFoundation.org

Gen. Diversity — Natural/No selection

Genotypes of population – 'A' to 'M'

A	A	H	A	I	C	B	A	B	A	I	L	C	M	H	I
D	C	D	M	D	B	L	C	J	B	D	B	D	A	D	C
A	B	A	C	A	I	M	D	K	I	A	I	M	B	A	D
E	I	E	L	D	F	C	M	L	F	D	F	E	I	E	A
M	D	A	D	B	A	D	E	I	L	B	M	A	D	F	E
D	A	M	A	F	D	F	G	M	C	F	I	D	L	M	J
A	K	D	E	J	C	G	G	B	C	J	C	F	C	D	G
K	B	A	I	D	A	A	E	A	A	D	A	M	B	A	J
F	J	D	C	B	G	L	M	J	G	B	G	F	J	D	M
A	F	J	D	G	C	J	K	E	I	G	A	J	F	J	K
M	K	A	G	A	H	M	L	B	H	L	H	L	K	L	L
D	D	G	C	D	I	F	G	F	C	D	E	D	D	G	G
J	A	C	H	J	J	B	A	K	J	D	J	E	I	C	H
G	L	K	A	M	K	K	D	C	K	M	K	G	L	M	D
F	M	I	K	D	L	C	B	D	L	D	L	I	M	K	B
H	A	D	A	J	I	D	C	A	B	J	D	H	A	D	C

FloridaWildflowerFoundation.org

Gen. Diversity — Natural/No selection

'A' is susceptible to a disease or drought

A	A	H	A	I	C	B	A	B	A	I	L	C	M	H	I
D	C	D	M	D	B	L	C	J	B	D	B	D	A	D	C
A	B	A	C	A	I	M	D	K	I	A	I	M	B	A	D
E	I	E	L	D	F	C	M	L	F	D	F	E	I	E	A
M	D	A	D	B	A	D	E	I	L	B	M	A	D	F	E
D	A	M	A	F	D	F	G	M	C	F	I	D	L	M	J
A	K	D	E	J	C	G	G	B	C	J	C	F	C	D	G
K	B	A	I	D	A	A	E	A	A	D	A	M	B	A	J
F	J	D	C	B	G	L	M	J	G	B	G	F	J	D	M
A	F	J	D	G	C	J	K	E	I	G	A	J	F	J	K
M	K	A	G	A	H	M	L	B	H	L	H	L	K	L	L
D	D	G	C	D	I	F	G	F	C	D	E	D	D	G	G
J	A	C	H	J	J	B	A	K	J	D	J	E	I	C	H
G	L	K	A	M	K	K	D	C	K	M	K	G	L	M	D
F	M	I	K	D	L	C	B	D	L	D	L	I	M	K	B
H	A	D	A	J	I	D	C	A	B	J	D	H	A	D	C

FloridaWildflowerFoundation.org

Gen. Diversity — Natural/No selection

A' is susceptible to a disease or drought

		H		I	C	B		B		I	L	C	M	H	I
D	C	D	M	D	B	L	C	J	B	D	B	D	A	D	C
B		C		I	M	D	K	I		I	M	B	A	D	
E	I	E	L	D	F	C	M	L	F	D	F	E	I	E	A
M	D		D	B		D	E	I	L	B	M		D	F	E
D		M		F	D	F	G	M	C	F	I	D	L	M	J
K	D	E	J	C	G	G	B	C	J	C	F	C	D	G	
K	B		I	D		E		D		M	B		J		
F	J	D	C	B	G	L	M	J	G	B	G	F	J	D	M
F	J	D	G	C	J	K	E	I	G		J	F	J	K	
M	K		G		H	M	L	B	H	L	H	L	K	L	L
D	D	G	C	D	I	F	G	F	C	D	E	D	D	G	G
J		C	H	J	J	B		K	J	D	J	E	I	C	H
G	L	K		M	K	K	D	C	K	M	K	G	L	M	D
F	M	I	K	D	L	C	B	D	L	D	L	I	M	K	B
H		D		J	I	D	C		B	J	D	H		D	C

FloridaWildflowerFoundation.org

The bottom line...

Population sustainability (roadsides, meadows, restored/reclaimed land, etc.) depends on:

- Seed/plant origin
- Genetic diversity

FloridaWildflowerFoundation.org

- Manage what you've got
- Plant as close to native as possible
- Ensure seed to soil contact

FloridaWildflowerFoundation.org

What is significant about ecotype?

- Ecology
- Economy
- Aesthetics
- Heritage

FloridaWildflowerFoundation.org

Why examine the ecotype issue?

- Failure of roadside plantings
- Florida ecotypes may be better but no research to prove or disprove
- Insufficient seed available

FloridaWildflowerFoundation.org



Gaillardia pulchella (Blanketflower)



Coreopsis lanceolata (Lanceleaf Coreopsis)

Research and Education funded by the tag has helped increase the demand and the availability of Florida ecotypes

- Seed increasing/production
- Seed ecology research
- Demo sites – roadsides

www.floridawildflowers.com

FloridaWildflowerFoundation.org

Species being increased/produced

Coreopsis basalis
Dye Flower

Coreopsis lanceolata
Lanceleaf Tickseed

FloridaWildflowerFoundation.org


Species being increased/produced

Coreopsis floridana
Florida Tickseed


Coreopsis leavenworthii
Leavenworth's Tickseed

FloridaWildflowerFoundation.org

Species being increased/produced



Rudbeckia hirta
 Black-eyed Susan



Rudbeckia mollis
 Softhair Coneflower

FloridaWildflowerFoundation.org

Species being increased/produced



Phlox drummondii
 Drummond Phlox



Gaillardia pulchella
 Blanketflower

FloridaWildflowerFoundation.org

Species being increased/produced



Mimosa strigillosa
 Powderpuff



Flaveria linearis
 Yellowtop

FloridaWildflowerFoundation.org

Four Seasons Garden Club
 Hawthorn Trail







Foundation.org



www.FloridaWildflowerFoundation.org
 Go wild! Go Beautiful!
 Buy the Tag!
 Become a member!



FloridaWildflowerFoundation.org





VISITFLORIDA.com

- The State's Official Travel Planning Web Site
- Leading vacation research tool
- More than 13 million visitors each year



Benefits on VISITFLORIDA.com

- Partners receive a business listing and description
- Hyperlink to Partner's web site
- Photo Gallery with unlimited images
- 360 views and videos
- Opportunity to post events

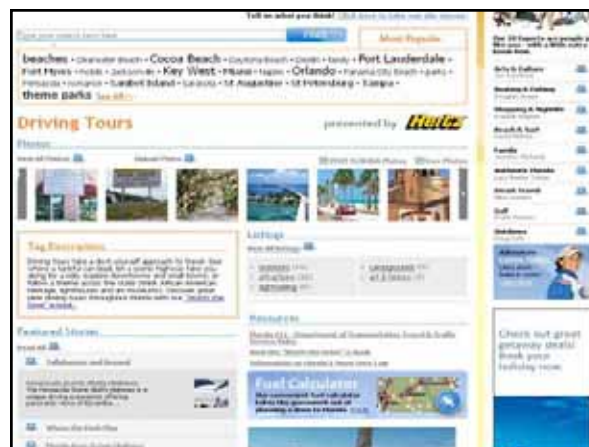




The Official Florida Vacation Guide



- 400,000 distributed annually to consumers who call our toll-free line requesting vacation information.
- Florida Scenic Highway Partners receive a FREE listing.



Get the Word Out with Public Relations!

- Respond to Media Editorial Leads.
Distributed weekly through *News to Use* via e-mail or fax
- Submit your Florida Scenic Highway news to our quarterly "What's New" and Themed news releases that are shared with media outlets, travel editors, writers and producers

Watch Editorial Leads for requests for Partner information

Editorial Leads

- **OFF THE BEATEN PATH TRAVEL:**
For the 10th edition of *Florida off the Beaten Path* for Globe Pequot Press, freelance travel writers Bill and Diana Gleasner seek updates and new opportunities for off the beaten path travel as they tour the state. New hotels and attractions will be considered if they offer something that can't be found easily anywhere else. Please forward your information to dgleasner@aol.com and do not include attachments.
- **FUNKY, QUIRKY TO QUINTESSENTIAL AND UNIQUE:**
VISIT FLORIDA's new *Been There Haven't Done That* program will highlight 101 funky, quirky to quintessential and unique experiences, events and activities in Florida that most people do not know about. If you have an experience in your area that is truly a one-of-a-kind, open to the public, designed for all ages and will expand a positive perception of Florida, please contact Ebonee Rudolph at erudolph@VISITFLORIDA.org or Sherri Martin at smartin@VISITFLORIDA.org.



media.VISITFLORIDA.org

- Each month, thousands of journalists from all over the world access VISIT FLORIDA's media web site.
- Submit a news release each time you have a new announcement about your business.



Welcome to VISIT FLORIDA's media site.

Here you will find news on the latest Florida happenings, images, historical background information, media tip assistance, facts and figures, story ideas, ready-to-use factbook, and much more.

The site provides details about everything from major state facilities and crystal clear springs to mountain golf courses and wilderness adventures.

Come discover the latest in Florida.

Click here to discover the website.

CHECK OUT OUR FAVORITE FEATURES

- Florida's History
- Florida's Economy
- Florida's Environment
- Florida's Culture
- Florida's Sports
- Florida's Education
- Florida's Transportation
- Florida's Healthcare
- Florida's Energy
- Florida's Agriculture
- Florida's Tourism
- Florida's Industry
- Florida's Government
- Florida's Law Enforcement
- Florida's Judiciary
- Florida's Corrections
- Florida's Social Services
- Florida's Housing
- Florida's Labor
- Florida's Trade
- Florida's Finance
- Florida's Insurance
- Florida's Real Estate
- Florida's Construction
- Florida's Manufacturing
- Florida's Retail
- Florida's Wholesale
- Florida's Services
- Florida's Transportation
- Florida's Healthcare
- Florida's Education
- Florida's Culture
- Florida's Sports
- Florida's Environment
- Florida's Economy
- Florida's History
- Florida's Government
- Florida's Law Enforcement
- Florida's Judiciary
- Florida's Corrections
- Florida's Social Services
- Florida's Housing
- Florida's Labor
- Florida's Trade
- Florida's Finance
- Florida's Insurance
- Florida's Real Estate
- Florida's Construction
- Florida's Manufacturing
- Florida's Retail
- Florida's Wholesale
- Florida's Services



Official Florida Welcome Centers

- More than 2.4 million visitors annually
- Distributing 14 million brochures each year
- 1.25 million state maps
- Four centers along the state's border and one located in Tallahassee's Capital




Touch the Visitor!




- Brochure Rack Space
- Transparency Lease
- Seasonal Festivals
- Lobby Display



VISITFLORIDA.org

- Partner and Industry web site
- Access to department and program information
- Grants
- Partner-exclusive research
- Market intelligence
- Editorial Leads



Edit Your Listings and Post Opportunities

- Edit listing for *The Official Florida Vacation Guide*
- Update your VISITFLORIDA.com listing description
- Add images, 360 views and video
- Post upcoming events on VISITFLORIDA.com
- Submit news releases to media.VISITFLORIDA.org



Stay Informed with Partner Communications

- *News to Use*
- Partner Handbook
- Log-In & Learn Conference Calls
- VISITFLORIDA.org
- Partner Hotline: 877-435-2872

A screenshot of the "News to Use" section of the VISITFLORIDA.com website. It shows a list of news items with dates and brief descriptions. The "Log In" button is visible in the top right corner.

- Weekly publication
- Latest program information
- Immediate deadlines
- Editorial Leads

Partner Handbook

An easy to use reference created to help Partners take full advantage of customized VISIT FLORIDA programs and services.





Your Partner Checklist

- Use User ID & Password to access important information on VISITFLORIDA.org
- Read Partner Handbook
- *News to Use*
- Update web site listing information
- Make contact with Public Relations Representative
- Call Partner hotline with any questions



Partner Development Service Team

- **Meredith DaSilva, Partner Development Manager**
meredith@VISITFLORIDA.org
- **Jill Morrison, Partner Communications Representative** jmmorrison@VISITFLORIDA.org
- **Dorothy Tyndall, Partner Services Administrator**
dtyndall@VISITFLORIDA.org
- **Kathleen Demperio, Executive Assistant**
kdemperio@VISITFLORIDA.org



Questions?



2540 W. Executive Center Circle, Suite 200
Tallahassee, FL 32301
(850) 488-5607
www.VISITFLORIDA.org

Gulf Coast Heritage Trail



*Facilitating Public
Access to the
Bay*

Julia Burch
Public Outreach
Coordinator
Sarasota Bay Estuary
Program

Sarasota Bay Walk #46



Mission of Sarasota Bay Estuary Program

- Sarasota Bay Estuary Program is dedicated to restoring the area's greatest and most important natural asset – Sarasota Bay.
- SBEP furthers Bay restoration through public policy, public education and habitat restoration.



GWIZ #56



Our Partners



Crosley Museum #59



Sarasota Bay Watershed



Island Park #78



About the SBEP

- One of 28 National Estuary Programs in the United States.
- One of four NEPs in Florida
- Sarasota Bay was designated by Congress as "an estuary of national significance" in 1989.
- SBEP began the Gulf Coast Heritage Trail (GCHT) in 1999.
- SBEP currently updating GCHT.

Lake Manatee State Recreation Area # 12



Goals of GCHT

- Highlight heritage of the region
- Promote sense of place
- Enhance stewardship of resources
- Promote ecotourism
- Environmental education
- And...



Rays Canoe Hideaway #10

Provide Managed Access to Bay Resources

- Vistas
- Wildlife observation
- Canoe/kayak
- Fishing

Quick Point Nature Preserve #43



Gulf Coast Heritage Trail

- Launched in 1999
- An auto tour route
- Covers historical, cultural and environmental sites in Sarasota and Manatee Counties
- Approximately 117 destinations
- First heritage trail in State of Florida
- Additional Partner – National Park Service



Bayfront BayWalk #63



Cortez School House # 33



Manatee Village Historical Park #16

GCHT Update

- Verifying destination information
- Adding websites
- Increased focus on ecotourism and passive use recreation
- Adding new land public acquisitions
- Update look
- Relaunch in 2009





How It Works

- Trail map divided into North, Central and South
- Road signs along US 41
- Signs at destinations
- Includes regional Scenic Highways



GCHT Publications

- Gulf Coast Heritage Trail map
- Sarasota Blueways map
- A Chronicles of Florida's Gulf Coast
- Website



Questions?

Julia Burch
Public Outreach Coordinator

julia@sarasotabay.org

941-955-8085





Members of the SHAC

- Shawn Hartzer, Division of Forestry
- Kerri Post, VISIT FLORIDA
- Tim Smith, Department of Community Affairs
- Brian Telfair, Federal Highway Administration
- Robert Jones, Florida Department of State
- Jerrie Lindsey, Florida Fish & Wildlife Conservation Commission
- Vacant, Department of Environmental Protection

Responsibilities of the SHAC

- Review and Provide Comments on All Applications
- Forward a Recommendation on all Applications to the Secretary of the FDOT
- Review and Rank National Scenic Byway Program Grants
- Provide Technical Input to Corridor Groups and FSHP Staff

APPLICATIONS

What does your experience bring “to the table” when reviewing and commenting on an application?

AIA Scenic and Historic Coastal Byway

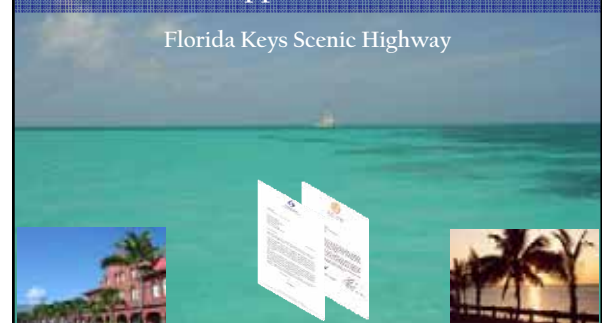
What could groups do to make the applications easier to review (maps, text, etc.)?

Bradenton Beach Scenic Highway

What graphical elements (maps, photos, figures) do you like to see in an application?
 How can these be improved?



What makes for a strong letter of support, and how many do you like to see in an application?



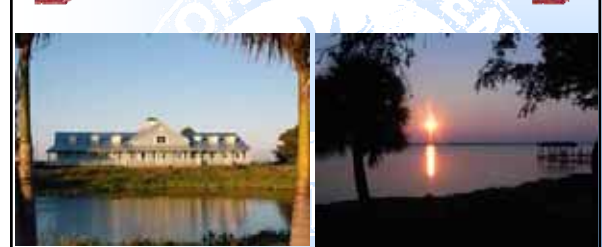
What is your background and how does it meet the needs and improve the SHAC?

Green Mountain Scenic Byway



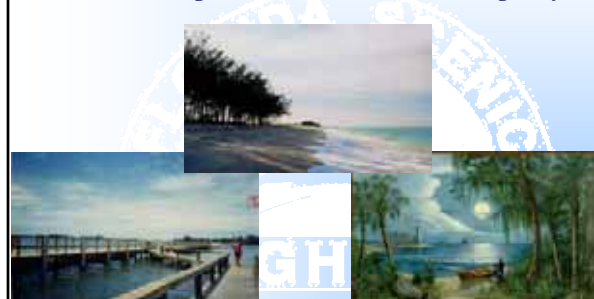
What characteristics or resources best describe your vision of a Designated Florida Scenic Highway?

Indian River Lagoon Scenic Highway



What do you see for the future of the Florida Scenic Highways Program?

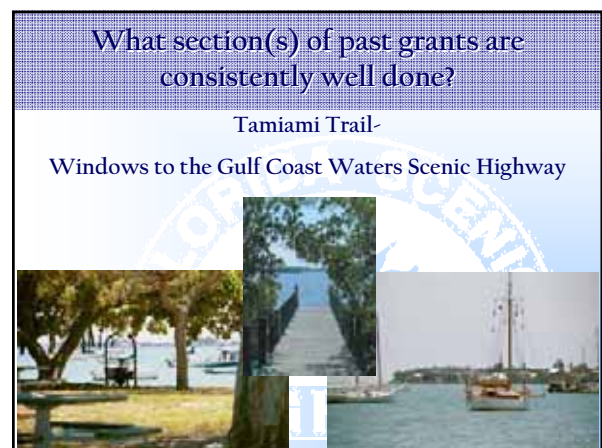
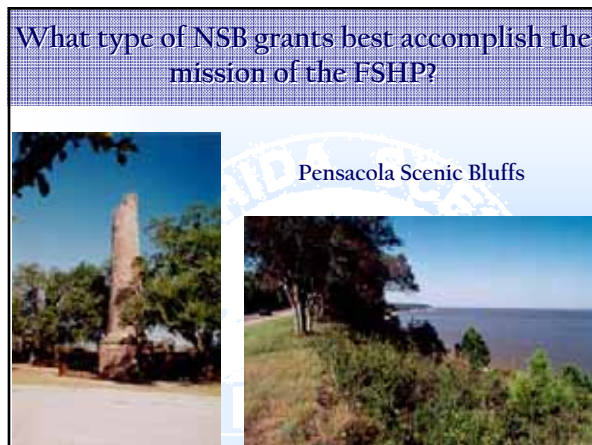
Indian River Lagoon-Treasure Coast Scenic Highway

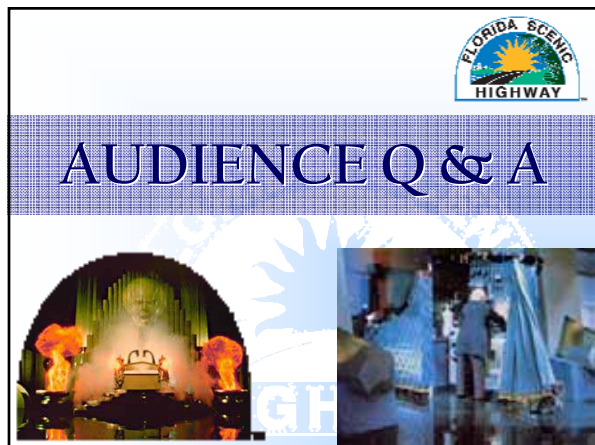


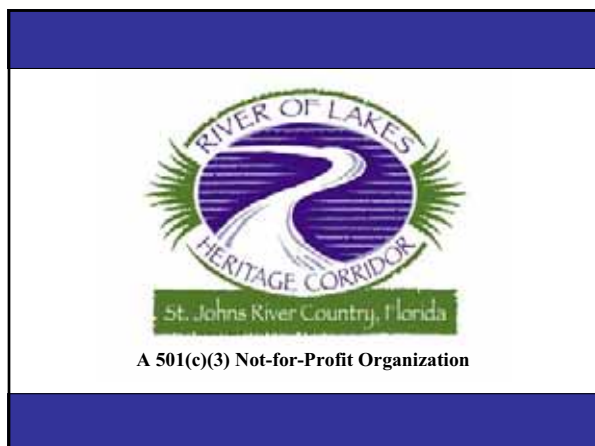
What additional information or material would you like to see in applications?

Old Florida Heritage Highway










River of Lakes Heritage Corridor

Tourism Destination Management: A New Model for Scenic Highway Designation



Renee Tallevast, Executive Director
 River of Lakes Heritage Corridor &
 West Volusia Tourism Advertising Authority

Look closer.

River of Lakes Heritage Corridor

What is a Heritage Corridor?

- A geographical trace that celebrates a regional way of life. Within its boundaries it tells stories that people of the area want to retain, and represents the region distinctly to visitors.
- Regional benefits
 - Community pride and partnerships
 - Preservation of resources
 - Enhanced quality of life
 - Economic advancement
 - Opportunities for locally resourceful entrepreneurship



Get closer.

River of Lakes Heritage Corridor

Mission of the River of Lakes Heritage Corridor

To foster and share awareness of West Volusia County as a distinct place to visit, live, work and play by preserving the heritage, cultural, natural and scenic resources of the River of Lakes Heritage Corridor.



Preserve • Protect • Promote

Grow closer.

River of Lakes Heritage Corridor

Destination Marketing



Traditional tourism promotion of an area, its attractions and special events through marketing, public relations and advertising. Focuses on putting "heads in beds".

Tends to overlook environmental, historical and other quality of life concerns.

Look closer.

River of Lakes Heritage Corridor

Destination Management



Includes traditional promotional practices but recognizes that marketing to visitors can be teamed with goals like preserving ecosystems, historical structures and agricultural lands.

Destination Management uses tourism to help shape better living for its communities by seeking tourists who respect the environment and want to learn about and from the area's cultural heritage.

Give them what we have, and make what we have what they want.

Get closer.

River of Lakes Heritage Corridor

Traditional Advertising and Public Relations

- Consumer advertising and editorials in major media outlets
- Comprehensive website
- Collateral materials





Grow closer.



River of Lakes Heritage Corridor

ROLHC Projects

- Florida Wildflower Festival
- Bob White Packing House
- Agricultural Programs with County Extension Office
- River Classroom Program with St. Johns River Alliance
- Bicycling programs with Florida Bicycle Association
- Regionally interpretive programs with Volusia County Environmental Management
- "River Quest"
- **Florida Scenic Highway Designation**



Look closer.



River of Lakes Heritage Corridor

River of Lakes Heritage Corridor



Florida Scenic Highway



Get closer.



River of Lakes Heritage Corridor

Destination Management

is a model of community cooperation that focuses programs on the concerns of its residents and businesses.




Grow closer.



River of Lakes Heritage Corridor

Community Partnerships

- Tourism development through regional downtown revitalizations
- Rural community initiatives
- Multi-use recreational trails development
- Community involvement in Corridor management





Look closer.



River of Lakes Heritage Corridor

Preserving Rural Landscapes

Example:
 Building relationships with farm businesses, the agricultural extension office and the farm bureau, working together to save our rural landscapes from fast encroaching development.



Results:
 Improve earnings for agricultural producers
 Educate residents and tourists about the importance of agriculture
 Preserve the agricultural industry by holding workshops on alternative crops and introducing agri-tourism opportunities
 Create healthy and prosperous sustainable agriculture and rural communities

Get closer.





River of Lakes Heritage Corridor

Protecting Historical Resources

Example:
 Acquiring a historic citrus packing house for restoration and use as an educational museum and trail head facility. This heritage tourism destination will also feature an artist co-op and farmers market.

Results:
 Increased economic benefits from heritage tourists.
 Educates residents and visitors about our cultural heritage.
 Increases awareness and participation in preservation efforts.
 Benefits local farmers and artists.

River of Lakes Heritage Corridor

Promoting Intrinsic Resources

Example:
 Working with FDOT, St. Johns River Alliance, The Trust for Public Land, the Office of Greenways & Trails, land-use planner, the County and communities to develop a 300 to 400-mile multi-modal loop trail system that will link with four other counties.

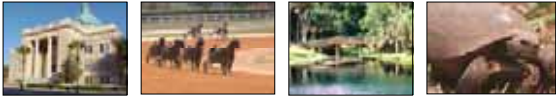

Result:
 Provides connectivity to key visitor and community destinations and opportunities to develop cross promotions highlighting intrinsic resource sites.
 Creates a positive economic impact from new businesses, recreation, and tourism.
 Draws conservation minded users.





River of Lakes Heritage Corridor

Conclusion

Tourism Destination Management uses tourism to help shape better living for its communities by **preserving, protecting** and **promoting** the region's intrinsic and sustainable resources.

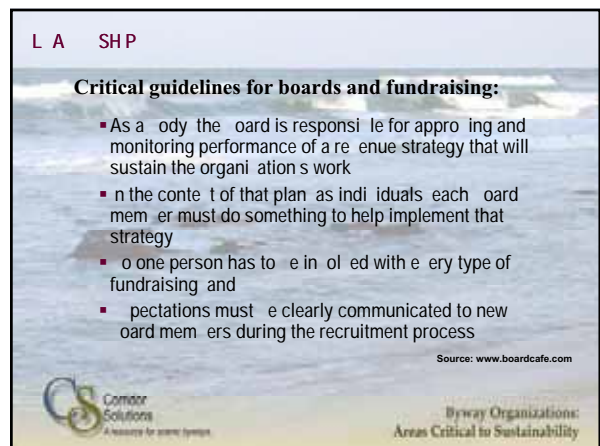
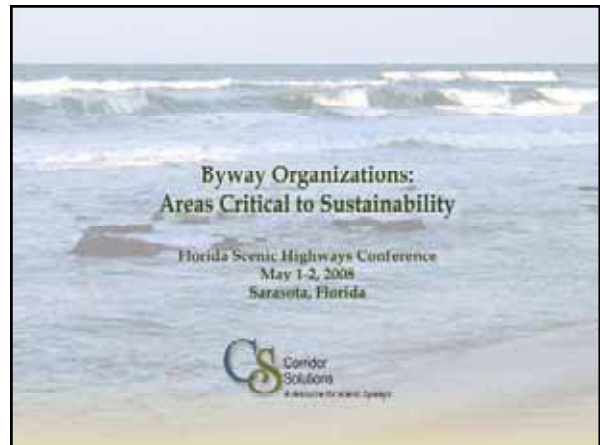
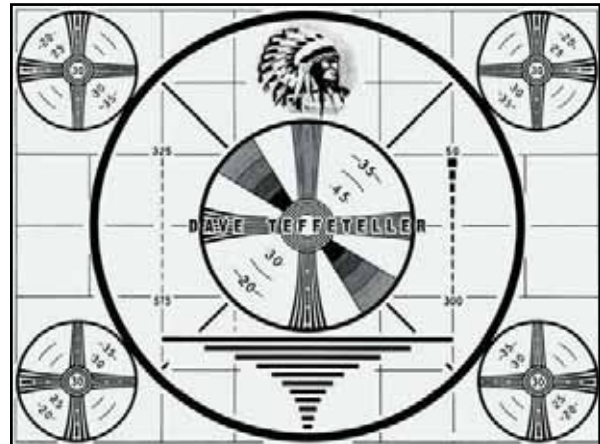
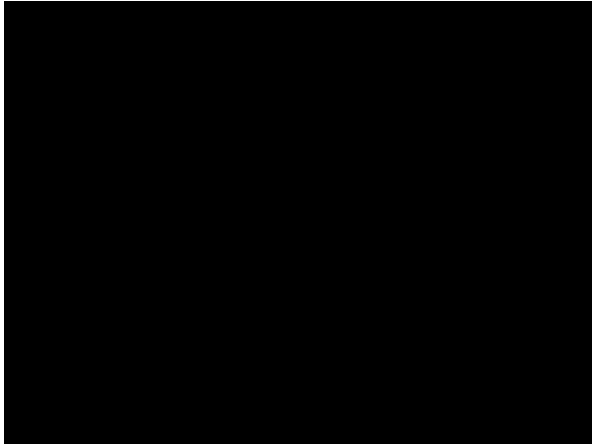



River of Lakes Heritage Corridor



A 501(c)(3) Not-for-Profit Organization

POWERPOINTS - DAY 2



L A SHP

Expanding your board

- Promote from within
- Try matchmaking
www.volunteermatch.org
www.ridgestar.org
www.boardsnetusa.org
- Host a recruiting committee event
- Board member swap

 Corridor Solutions
A resource for scenic byways

Byway Organizations:
Areas Critical to Sustainability

F A

Multiple, diverse sources of funding are required for sustainability, and are also evidence of support for your organization's mission.

 Corridor Solutions
A resource for scenic byways

Byway Organizations:
Areas Critical to Sustainability

L

Critically important for:

- Recruiting new members and volunteers
- Demonstrating community support to potential funders


 Corridor Solutions
A resource for scenic byways

Byway Organizations:
Areas Critical to Sustainability

FF SS

Effectiveness = demonstrated ability to get things done

- Are programs being implemented
- Is progress clearly visible to organization members and the byway community


 Corridor Solutions
A resource for scenic byways

Byway Organizations:
Areas Critical to Sustainability

A S A APA

Administrative Capacity = having the skills and resources necessary to accomplish the organization's goals

- Staff with expertise in program areas
- Office space
- Access to technology

 Corridor Solutions
A resource for scenic byways

Byway Organizations:
Areas Critical to Sustainability

Wanda Maloney
wmaloney@corridorsolutions.net

Frances Kidd
franceskidd@aol.com

 Corridor Solutions
A resource for scenic byways

© 2008 CORRIDOR SOLUTIONS



FSHP Website

Presented By:

Clint Eliason
FSHP Consultant
May 2, 2008

Homepage

- <http://www.dot.state.fl.us/emo/scenichwy/default.htm>
- Headings
 - Home
 - Program
 - Designated Highways
 - Candidate Highways
 - News
 - Contacts
 - References
 - Questions & Answers
 - Links
 - Annual Report
 - Media
 - Conference and Meeting Information

Homepage

- Brochure PDF
- Tour a designated highway
- How to get a corridor designated
- National Scenic Byways Grant Workshops
 - Downloadable content from Workshops with Dennis Adams

Program

- <http://www.dot.state.fl.us/emo/scenichwy/programoverview.htm>
- Program Review
 - What is the program?
 - Who can participate?
 - What are the benefits?
 - How does the program work?
- Links at the bottom of the page
 - Process
 - Benefits
 - Criteria
 - Intrinsic Resources
 - Training
 - Funding

Designated Highways

- <http://www.dot.state.fl.us/emo/scenichwy/designated.htm>
- Divided By Regions of Florida
- Link to subcategories by Corridor- Big Bend for example
 - Intro Page
 - Views
 - Map
 - Activities
 - Travel Resources
 - Tour Directions
 - Corridor Management Plan
- Or can link to the Corridor's own website- A1A Scenic & Historic Coastal Byway

Subcategories- Big Bend

- <http://www.dot.state.fl.us/emo/scenichwy/designated/bigbend.htm>
- Content
 - Views
 - Map
 - Activities
 - Travel Resources
 - Tour Directions
 - Corridor Management Plan (CMP)
- Information Posted by contacting us



Corridor Website- A1A

- <http://www.scenic1a.org/>
- A1A Scenic and Historic Coastal Byway



Candidate Highways

- <http://www.dot.state.fl.us/emo/scenichwy/candidates.htm>
- Four candidate highways currently
 - Heritage Crossroads: Miles of History
 - River of Lakes Heritage Corridor
 - J.C. Penney Memorial Scenic Highway
 - State Road A1A Broward County
- Each Candidate Highway is listed and described on this page

News

- <http://www.dot.state.fl.us/emo/scenichwy/news.htm>
- Designations and special events associated with them
- Official Ribbon Cutting Ceremonies
- Special Events
- Articles about the program and corridors
- Trade Show Exhibits
- Scenic Highways Merchandise and how to order
- New Information can be submitted to us at anytime to be posted on the website

Contacts

- <http://www.dot.state.fl.us/emo/scenichwy/contacts.htm>
- Program Coordinator
- District Coordinators 1-7 and Florida's Turnpike
- Program Consultant
- Contact Information
- Hyperlinks to each ones email address

References

- <http://www.dot.state.fl.us/emo/scenichwy/program/references.htm>
- Benefits Brochure
- Program Manual
 - Currently in Process of Revision
- Organizational Chart
- Eligibility and Designation Forms
- Florida Statutes and Rules
- Summary of Corridors
 - Lists all Corridors and Funding that has been received

Questions and Answers

- <http://www.dot.state.fl.us/emo/scenichwy/faqs.htm#2>
- Commonly asked questions about the FSHP
 - What is the Florida Scenic Highways Program?
 - Who can apply?
 - Can designation as a Florida Scenic Highway preclude widening?
 - What is the difference between an "eligible" and a "designated" scenic highway?
 - What elements make a highway "scenic"?
 - What if the applicant corridor includes areas that are not scenic?

Links

- <http://www.dot.state.fl.us/emo/scenicwy/links.htm>
- Links to scenic highways/byways websites of interest
- National Scenic Byways
 - byways.org
 - bywaysonline.org
 - bywaysresourcecenter.org
- County and City Links for Corridors
- Chambers of Commerce and MPOs
- Other Links
 - FHWA
 - Visit Florida
 - American Automobile Association

Annual Report

- <http://denver.c-b.com/fdotscenic/>
- Complete Annual Reports Online Here
- New Corridors need a username and password
 - Contact Andy Nicol or Clint Eliason for a username and password
- Allows each corridor to update info yearly
- Important to show an active group
 - Allows for better scores on grant applications
- Must be submitted every year by October 1

Media

- <http://www.dot.state.fl.us/emo/scenicwy/media1.htm>
- Florida Scenic Highways Promotional Videos
- Two (2) Versions
 - English
 - Spanish
- Video is also on YouTube
 - <http://www.youtube.com/watch?v=UdMunr7nd8k>

Conference and Meeting Info

- <http://www.dot.state.fl.us/emo/scenicwy/conferenceandmeeting.htm>
- 2006 FSHP Statewide Conference
 - Conference Agenda
 - PowerPoint Presentations
 - Proceedings
- 2008 FSHP Statewide Conference
 - Registration Package
 - Conference Agenda
 - PowerPoint Presentations Coming Soon
 - Proceedings Coming Soon

New Websites

- Program Based
 - For Byway Community
- Tourist Based
 - For the Traveling Public
 - Kids Section

Program Website

- <http://www.bywaysresourcecenter.org/>
- Events Calendar
- Community Forum
- Resources and Publications
- News
- Press Room
- Friends of the FSHP (Links)

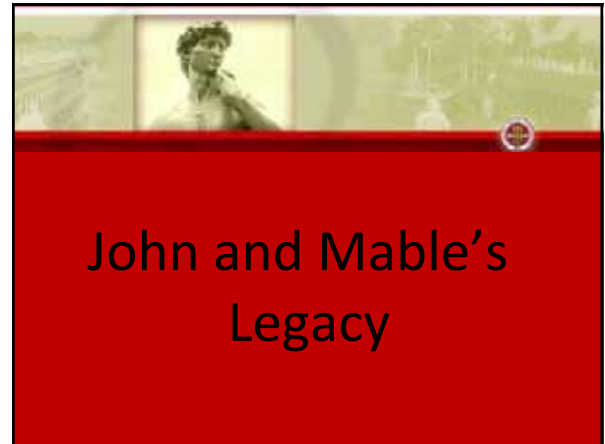
Tourist Website

- Events Calendar
- Public & Community Forums
- Stories from the Road
 - <http://www.arizonascenicroads.com/main.aspx>
- Kids Section
- Resources & Publications
- Sights & Sounds
- Interactive Driving Tours
- Press Room
- Just for Kids
- Friends of the FSHP (Links)

Questions and Comments

- Thank you very much!
- Clint Eliason
 - Phone: (407) 514-1475
 - Email: clinton.eliason@jacobs.com
- Andy Nicol
 - Phone: (407) 875-8926
 - Email: awnicol@transystems.com





Afternoon Party at Ca d'Zan



John, Mable and Friend



Sarasota Along the Way

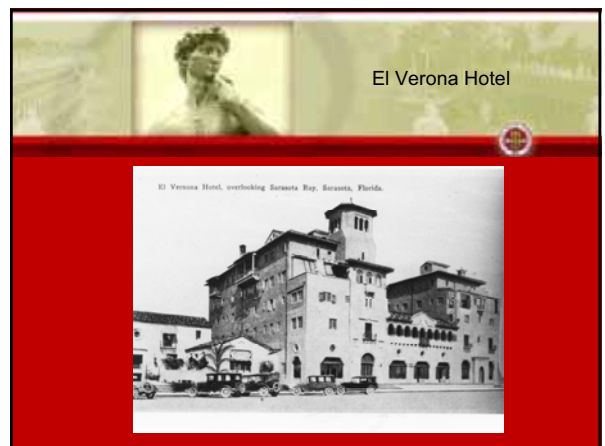
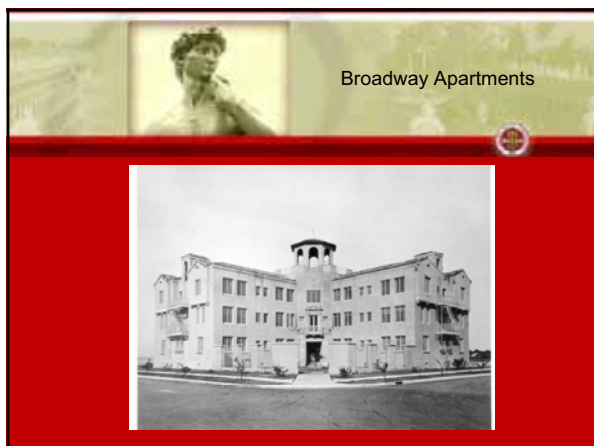
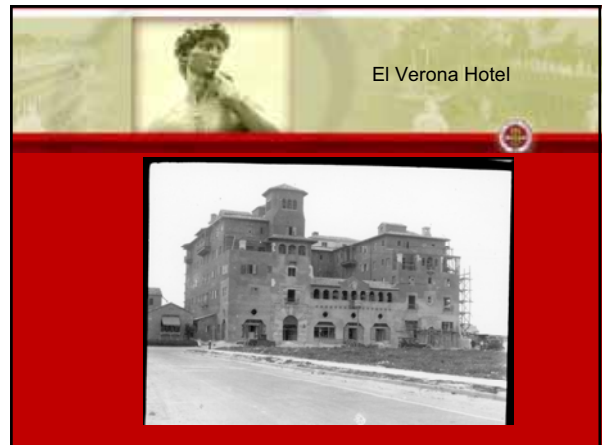
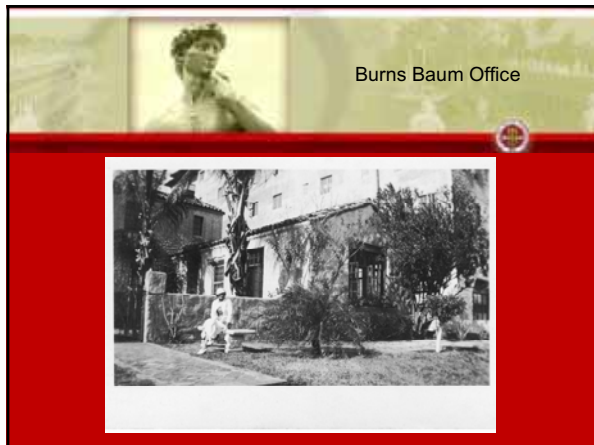
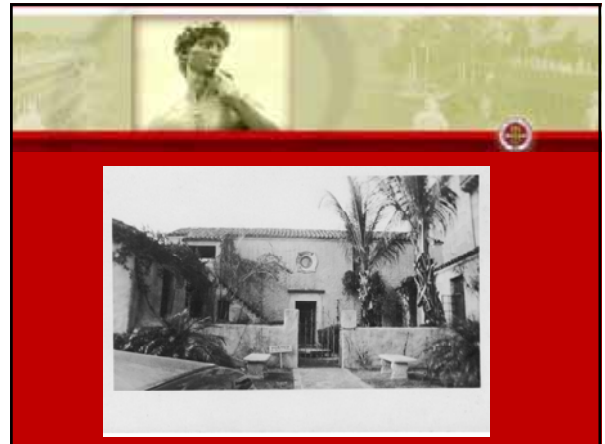
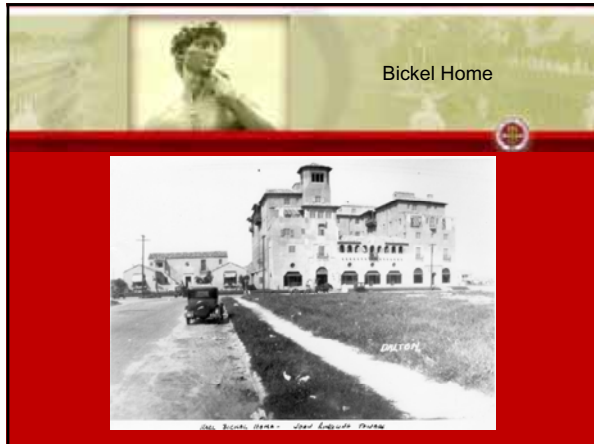


John Ringling Hotel



Sarasota County Courthouse





Cà d'Zan Mansion



Cà d'Zan's Belvedere Tower



Air View of *Cà d'Zan*



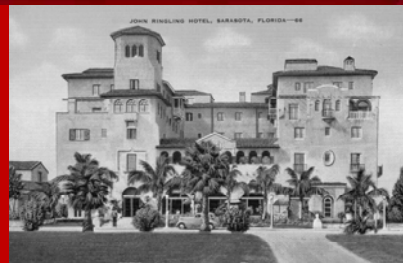
Cà d'Zan Mansion



The John Ringling Hotel



The John Ringling Hotel



Burns Baum Office



Museum of Art Construction



The Ringling Estate Today

Cà d'Zan From Sarasota Bay

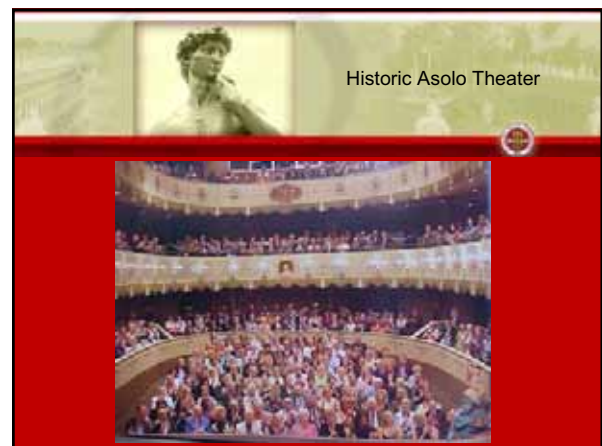
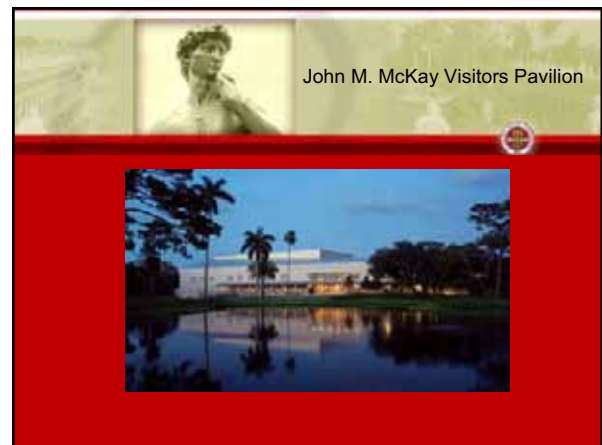
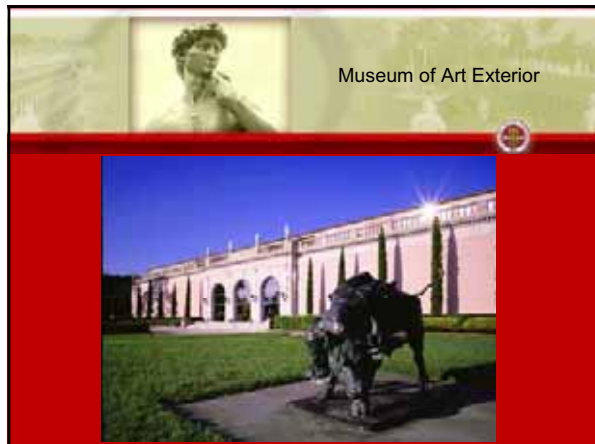


Cà d'Zan Court



Ringling Museum of Art Courtyard





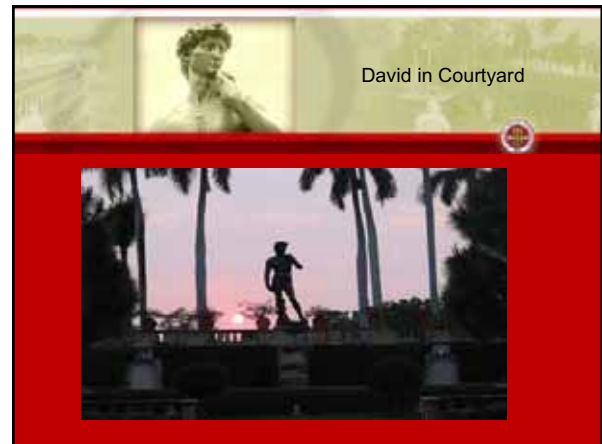
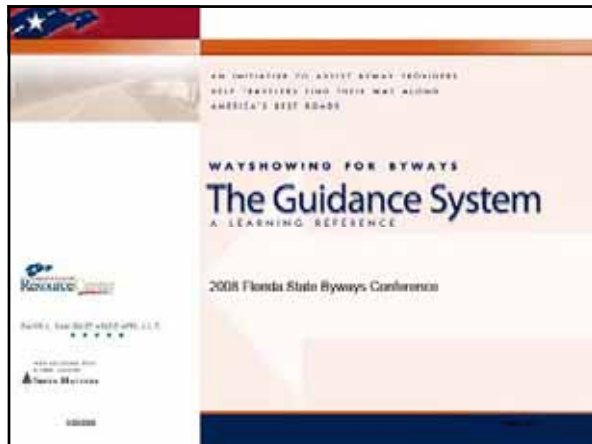


Photo Credits

- Keith Millard Photography
- George Cott
- Giovanni Lundardy
- Frank Atura
- Ringling Museum Archives



Introduction to Effective Wayshowing for Byways

Welcome to **Wayshowing for Byways**, a virtual classroom to assist byway providers help travelers find their way along America's best roads. Here are techniques and tools that will make your job easier and, more importantly, help byway travelers have better experiences along America's Byways.

What is the idea behind this booklet?
The National Scenic Byways Program is grounded by three simple core elements. A byway should celebrate an Intrinsic Quality that is evident from the road. The visitors experience while traveling the road and the experiences framed by stories told about the Intrinsic Qualities should be the focus of byway providers and planning is the tool we use to make the connections.

The America's Byways Resource Center has elected to make a serious study of how best to help byway providers address the needs of byway travelers along the linear corridors that make up a byway. Complex wayfinding systems and planning are common for large sports or transportation facilities but linear corridors have not been studied. This work is intended to address the unique wayfinding needs of byway travelers as they encounter the many decisions needed to successfully navigate collections of roads and related sites.

The Resource Center has broken our work into three phases. We examined a wide range of existing byway travel experiences from the point of view of research on how people find their way. We developed our fundamental concepts and tested them with a variety of professionals, especially in the field of road signage and traffic control. This booklet will serve as an intermediate explanation of our work until we can complete design of our web based delivery methods.

The authors hope readers come to appreciate the importance of focusing planning energy and investment in the needs of your byway travelers by implementing concepts and practices described in the following pages. If you have questions, please contact any one of the staff listed on the last page.

Wayshowing: Helping Byway Travelers Take Home Special Memories

Lasting memories are assured when travelers successfully find their way to your byway. (You also know what happens when they are not shown the way!)

This puts byway organizations in the memory-making business. Helping byway visitors access and participate in positive experiences and, in their doing so, acquire and retain rewarding memories of the special places of America. Big job, huh? You bet!

America's Byways Resource Center, with the assistance of long-time byway planner David Dahlquist, is launching an initiative to make available to byway organizations the most up-to-date research, approaches, examples of access and practical abilities to wayfinding and wayshowing. Using the information can help increase the effectiveness of showing your travelers the way to experience your byway. This is the first of several articles on wayfinding and wayshowing.

Wayfinding. Wayshowing. Who does what?

Let's first build a couple of foundations that will support this idea of showing the way. As someone who might be involved in helping people navigate to and through your byway, are you providing wayfinding or wayshowing assistance?

To understand the concept of Wayshowing versus Wayfinding, we think byway leaders should recognize that byway travelers (as well as prospective byway travelers) do the wayfinding. You and anyone else who prepares travel information, designs maps and travel brochures, plans or installs signs, or gives one-on-one travel directions to byway travelers provide Wayshowing for your travelers.

5/22/2008 Page 4 of 47

Wayshowing: Helping Byway Travelers Take Home Special Memories

Does wayfinding happen only when you're lost?

No. In fact, the process of wayfinding ceases at the moment you realize or conclude you're lost. The activity of wayfinding by travelers (and, consequently, effective wayshowing by byways) begins at the moment a prospective byway traveler is presented with the opportunity to choose to travel on a particular byway. Wayshowing, what you provide, needs to be offered during the five stages of the byway experience.

Cautionary note: A gap in the continuous wayshowing your byway provides increases the risk of a "Total dysfunction" occurring—any event that leads to a traveler concluding, "I don't want to do that!" or, worse yet, "I won't do that again!"

5/22/2008 Page 5 of 47

Introducing the Concept of Effective Wayshowing for Byways

To understand effective wayshowing for byways, it's important to review each of the travelers listed below. This summary begins with an understanding that the wayshowing planning byway providers conduct needs to address a range of implementation strategies rather than relying on a single tool, traditionally signs.

This list of topics covers the principal elements of our work:

- Wayfinding. Wayshowing. Who does what?
- To successfully experience a Byway, Travelers need ...
- Five stages of a Wayfinding Experience for Byway Travelers
- What is it like to be lost?
- Wayfinding Questions that Need Wayshowing Answers
- Wayfinding Needs at Each Stage of the Byway Experience
- Media Balance

The concepts behind effective wayshowing rely on recognizing the five stages of a travelers wayfinding experience and responding to them by applying the Byway Guidance System.

5/22/2008 Page 6 of 47

Wayfinding. Wayshowing. Who does what?

Byway providers are all the individuals who have some responsibility for the byway whether with governments, byway groups or tourism agencies. All of you provide some support. Byway providers have a responsibility to show travelers the way along the byways they are manage.

Wayfinding is a mental process, performed by byway travelers, that turns a traveler's goals into decisions, actions, and behaviors. Wayfinding is continuous problem solving under uncertainty.

WAYFINDING IS WHAT BYWAY TRAVELERS DO	WAYSHOWING IS WHAT BYWAY PROVIDERS DO
SEEING	DRAWING
READING	WRITING
HEARING	SPEAKING
LEARNING	TEACHING

Wayshowing is the communication of information. Intentionally undertaken by byway providers, to help travelers set desired goals, make decisions, and take appropriate actions.

5/22/2008 Page 7 of 47

Successful Travelers Have These Needs

Successful Travelers:

1. Identify origin and destination,
2. Determine turn angles,
3. Identify segment links and directions of movement,
4. Recognize on-route and distant landmarks, and
5. Mentally embed or visualize the route in a larger reference frame: a cognitive map.

Source: B. Haglund & G. Golledge, Professor of Geography, University of California, Santa Barbara

000000 Page 3 of 17

Wayfinding Questions that Need Wayshowing Answers:

A plan for Effective Wayshowing for Byways should recognize byway traveler needs to provide a safe and pleasant experience.

For travel to be successful, byway travelers must be able to:

- Identify origin and destination,
- Determine turn angles,
- Identify segment links and directions of movement,
- Recognize on-route and distant landmarks, and
- Mentally embed or visualize the route in a larger reference frame: a cognitive map.

To successfully experience any byway, travelers need:

- To know where the byway begins and ends, when they are accessing a byway, and when they are leaving a byway environment;
- To create, refresh and expand their mental maps of a byway corridor and to establish and strengthen their orientation to the byway and the part of the world that surrounds that byway;
- A reliable and easily recognizable sequence of visual cues to follow when traveling along a byway; and
- To locate and safely travel to planned stops and special places to fulfill their desired byway experience.

000000 Page 4 of 17

Five Stages of a Wayfinding Experience for Byway Travelers

Travelers begin their experience and gain their initial appreciation for how to travel the road at the point where they choose to make a trip. Impressions of how easy the wayfinding experience might affect the choices travelers make.

Wayshowing Needs at Each Stage of the Byway Experience

000000 Page 5 of 17

Wayshowing Needs at Each Stage of the Byway Experience

	PRE-VISIT	VISIT	POST-VISIT
TRAVEL CHOICES	CHOOSE TRIP	PLAN TRIP	TRAVEL TRIP
DESCRIPTION	Travelers select a destination or route based on their current location, destination, and travel goals.	Travelers select a route based on their current location, destination, and travel goals.	Travelers select a route based on their current location, destination, and travel goals.
WAYSHOWING NEEDS	<ul style="list-style-type: none"> How will travelers get to the byway? How will travelers find the byway? How will travelers find the byway? How will travelers find the byway? How will travelers find the byway? 	<ul style="list-style-type: none"> How will travelers find the byway? How will travelers find the byway? How will travelers find the byway? How will travelers find the byway? How will travelers find the byway? 	<ul style="list-style-type: none"> How will travelers find the byway? How will travelers find the byway? How will travelers find the byway? How will travelers find the byway? How will travelers find the byway?

000000 Page 11 of 17

Effective Media at Different Stages of Byway Travel

When planning for effective wayshowing installations, byway providers should consider the importance of media to travelers with the travel stage.

000000 Page 12 of 17

The Impact of Being Lost on a Byway

An important objective when planning for effective wayshowing is to assure that travelers avoid becoming lost. Have you considered the affect on your traveler?

What is it like to be lost?

- Negative Emotions
- Stress
- Frustration
- Remorsement
- Anger
- Fear
- Negative Memories

What does it cost to be lost?

- Reduced Travel Spending
- Property Damage
- Personal Injuries
- Relatives

From a byway providers point of view, do we want travelers to miss the very qualities for which the byway was designated because their focus is on safely finding their way along the road?

000000 Page 13 of 17

Use of Navigation Tools for Effective Wayshowing

Travelers have many tools they can use to assist in their travel navigation, but until these tools are universally available, the single most effective wayfinding occurs with road signs found within the drivers field of vision along the highway.

Byway Guidance Systems
100% (est.)

IN CAR INFOT	IN DRIVER USING
AM/FM Radio	98% ↓
Cell Phone	98% ↑
CD Player	95% ↓
MP3 Player	15% ↓
GPS System	15% ↓
CD Player	37% ↓
Portable GPS	15% ↓

Source: www.bywaysguide.com
Source: 2008 survey of 1,000 drivers. Data correct as of 10/1/2008. Surveyed from 1 to 10.

Page 16 of 47

To Successfully Experience a Byway, Travelers Need:

- ✓ To know where the byway begins and ends, when they are accessing a byway, and when they are leaving a byway environment;
- ✓ To create, refresh, and expand their mental maps of a byway corridor and to establish and strengthen their orientation to the byway and the part of the world that surrounds the byway;
- ✓ A reliable and easily recognizable sequence of visual cues to follow when traveling along a byway; and
- ✓ To locate and safely travel to planned stops and special places to fulfill their desired byway experience.

Page 17 of 47

Connecting Wayfinding Needs to A Guidance System

To provide travelers with a system of facilities and installations that will inform their journey in a way that provides the greatest chance to enjoy the byway and its qualities, a five step Byway Guidance system is recommended.

Byway Guidance System Key to Effective Wayfinding

POTENTIAL WAYFINDING NEEDS	ENTRANCE, EXIT, & GATEWAY	ORIENTATION STOPS	NON-TIME ROUTE WARNINGS	DIRECTION TO PLANNED STOPS	PORTABLE BYWAY MAP
Identify Origin and Destination	✓	✓	✓	✓	✓
Determine Turn Angles	✓	✓	✓	✓	✓
Identify Segment Links and Direction of Movement	✓	✓	✓	✓	✓
Recognize Orientation and Segment Linkheads	✓	✓	✓	✓	✓
Mentally Embed a Cognitive Map	✓	✓	✓	✓	✓

Page 18 of 47

The Byway Guidance System

The Byway Guidance System

- ENTRANCES, EXITS, & GATEWAYS
- ORIENTATION STOPS
- NON-TIME ROUTE WARNINGS
- DIRECTION TO PLANNED STOPS
- PORTABLE BYWAY MAP

Byway
Major Highway

Page 19 of 47

The Byway Guidance System

Guidance System Component:

ENTRANCES, EXITS, & GATEWAYS

Identification of where to enter and exit so that byway travelers know their position relative to accessing and leaving a byway environment.

- Central message to motorists:
"Now Entering _____ Byway"
- Convey a sense of welcome with entry and an equally effective sense of thank you for exiting motorists
- Where appropriate, use National and State "Seals of Approval"
- Provide advance messages such as:
"_____ Byway, One Mile Ahead"
- Use staged or multiple entry messages in relatively complex visual environments

Page 20 of 47

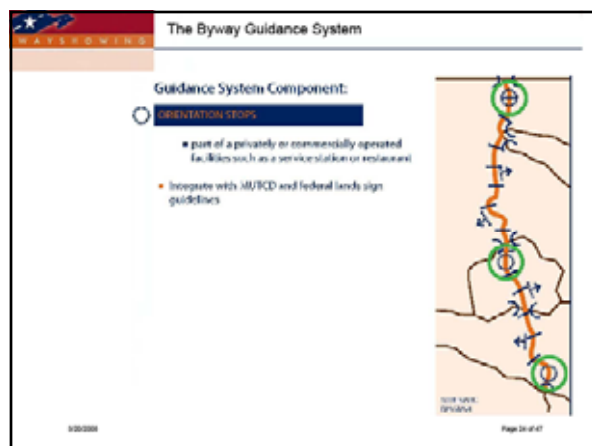
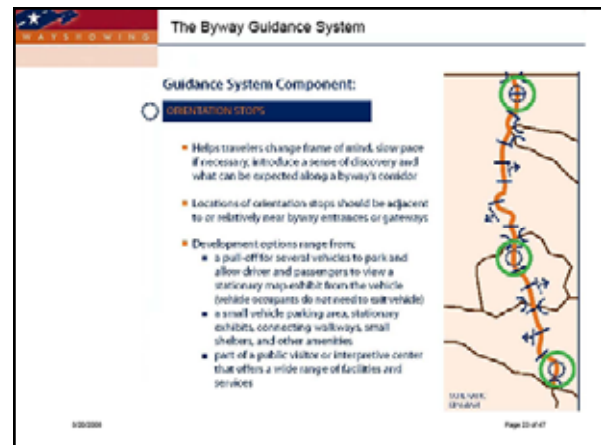
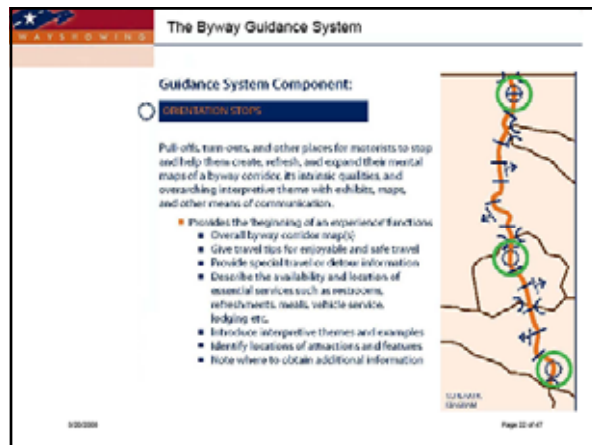
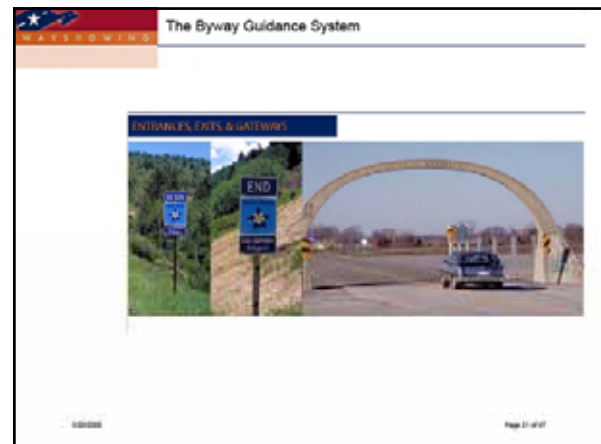
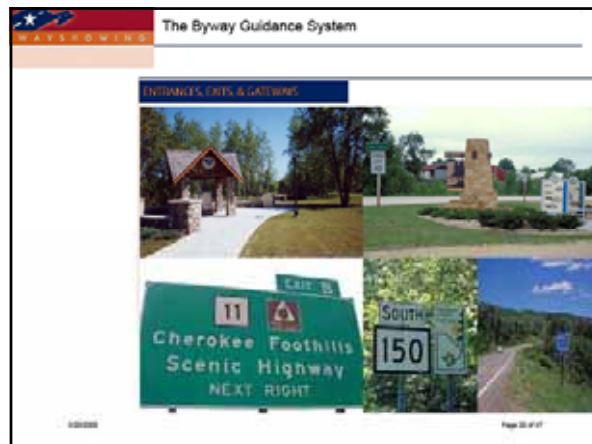
The Byway Guidance System

Guidance System Component:

ENTRANCES, EXITS, & GATEWAYS

- Focus on message effectiveness for the motorist, not monument building
- Integrate with MUTCD and Federal traffic sign guidelines


Page 21 of 47



WAYSIDEVIEW The Byway Guidance System

Guidance System Component:

ORIENTATION STOPS



0/000000 Page 16 of 47

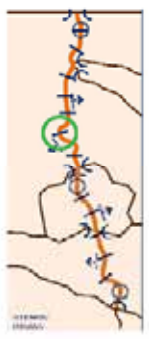
WAYSIDEVIEW The Byway Guidance System

Guidance System Component:

REPETITIVE ROUTE MARKERS

A sequence of visual cues for motorists to follow along a byway's entire length

- Function as landmarks that direct and confirm the driver's position
- Marker may take the form of an icon or logo for the byway or byway system
- Use byway orientation stops and byway maps to establish byway travelers to look for repetitive route markers as a navigation aid



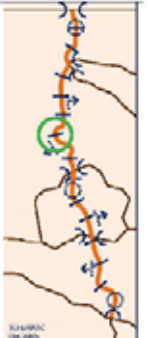
0/000000 Page 17 of 47

WAYSIDEVIEW The Byway Guidance System

Guidance System Component:

REPETITIVE ROUTE MARKERS

- Consistently spaced, 3 mile intervals for example, depending on complexity of roadway environment and surroundings – longer intervals in rural areas and closer or shorter intervals in urban portions of a byway
- Visually links to official route numbers, turns and intersections, cardinal direction (North, East, South, West)




0/000000 Page 18 of 47

WAYSIDEVIEW The Byway Guidance System

Guidance System Component:

REPETITIVE ROUTE MARKERS



0/000000 Page 19 of 47

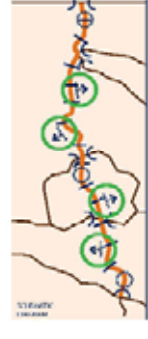
WAYSIDEVIEW The Byway Guidance System

Guidance System Component:

DIRECTING TO PLANNED STOPS

Signs that alert and guide motorists to featured stops and attractions along and near the byway

- Provides advanced notice of an upcoming stop such as:
 - Scenic overlooks
 - Loop or side trails
 - Information stops
 - Interpretive exhibits and centers
- Give key information including:
 - Distance, directions, appropriate cautions
- Integrate with MUTCD and federal traffic sign guidelines



0/000000 Page 20 of 47

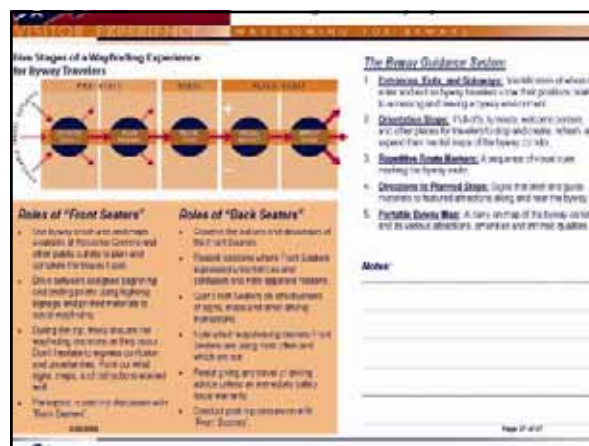
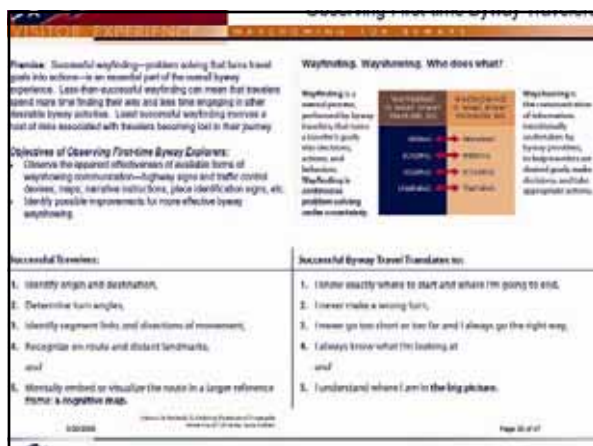
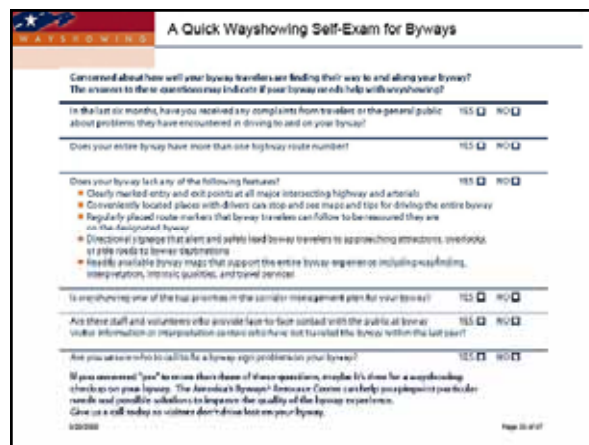
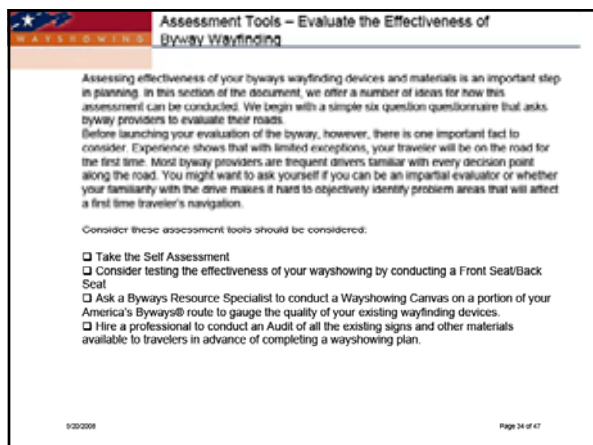
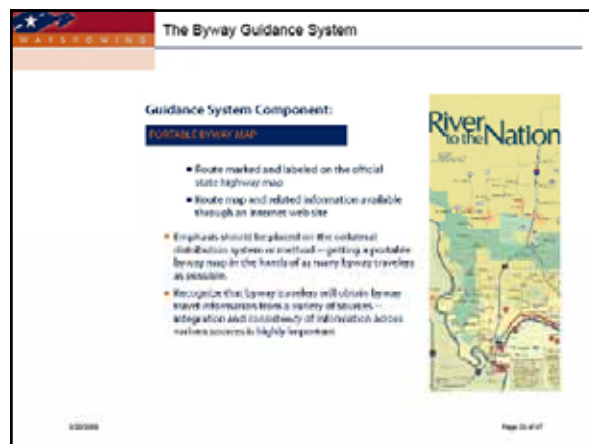
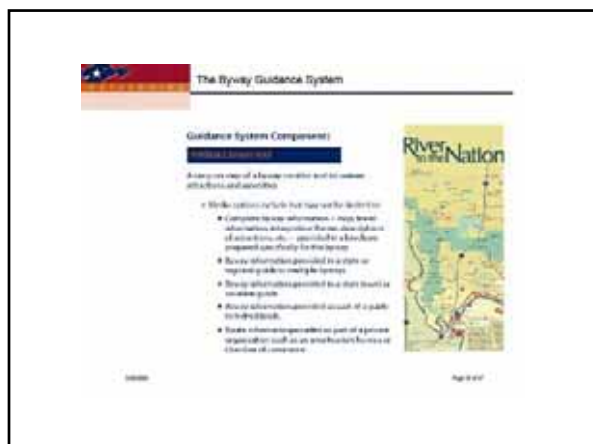
WAYSIDEVIEW The Byway Guidance System

Guidance System Component:

DIRECTING TO PLANNED STOPS



0/000000 Page 21 of 47



Wayshowing Canvas for Byways – An Assessment Tool

INTRODUCTION

An on-site review of a randomly selected byway segment conducted by trained personnel designed to report relative indicators of the probable adequacy of the byway's wayshowing infrastructure. The reported results can suggest specific items that local byway providers should address along the entire length of the byway as well as the advisability of conducting a Visitor's Eye Audit. Wayshowing Assessment should be conducted by trained America's Byways Resource Center staff. Working knowledge of wayshowing for byways as well as objectives and tasks of prior familiarity with the byway to be canvassed is critical to maintaining the value of the Visitor's Eye perspective.

OBJECTIVES

- Conduct a site visit and prepare a brief report of findings that suggests probable adequacy of wayshowing infrastructure for a byway based on a randomly selected segment of the byway.
- Identify any information items.
- Consistent approach along each byway.
- Consistent approach across byways.
- Document and report results across all byways that have been canvassed.

USABILITY OF THE ASSESSMENT

- Availability of information:
 - Map
 - Sign
 - On-site wayfinding, events, and wayshowing components.
- Distance
- Orientation Stage
- Route Marking
- Directions to planned stops
- On-board components
- Maps

ADDITIONAL INFORMATION

Visitor Center responses, if available along a randomly selected segment.

Page 10 of 47

Wayshowing Canvas for Byways – An Assessment Tool

OBJECTIVES

Preparation Stage

- Collect readily available information.
- Randomly select a 20- to 30-mile segment for field driving and observation— attempt to include one major entrance or intersection with a state or federal highway.
- Plan field trip itinerary.

Field Inventory

- Drive segment in one direction.
- Trace one major entrance route (intersecting US and state routes, major arterials, etc).
- Record travel track with GPS (optional).
- Take sample photographs of:
 - Entrances
 - Route Marking
 - Any existing Orientation Stage
 - Typical route marker locations
 - Orientation signage and maps
- Complete planned field trip Data entry forms.
- Response to questions/topics may use a scale basis relative to comparables on a set of benchmarked byways.

Report

- Introduction, general summary of findings and discussion.
- Could include a comparison ranking with other byways.

Page 10 of 47

Tools to Conduct a Wayshowing Canvas

Instructions:

Overall Objective:

The overall objective of conducting this wayshowing canvas is to assess the relative adequacy of the wayshowing infrastructure for a byway. The canvas report will suggest general wayshowing components that should be addressed along the entire length of the byway as well as the advisability of conducting a complete audit pertaining to specific resource management. The canvas recommends an objective and systematic approach in conducting the field observations and in making recommendations.

(Add Limited Liability Statement that reduces the exposure of the canvasser and the ASBRC)

General Canvas Procedures and Notes:

It is the responsibility of the canvasser to make good judgments with driving in the byway.

The canvas is a tool to help assess the relative adequacy of the wayshowing infrastructure for a byway. It is not a substitute for a complete audit. The canvas is a tool to help assess the relative adequacy of the wayshowing infrastructure for a byway. It is not a substitute for a complete audit.

Do not ask directions from any member of the byway committee or official staff. Travel in the byway is a privilege and a responsibility. Do not ask directions from any member of the byway committee or official staff.

When common sense is not sufficient, contact staff to see if you are lost. Do not ask directions from any member of the byway committee or official staff.

Page 11 of 47

Tools to Conduct a Wayshowing Canvas

Materials and Equipment Needed to Conduct a Wayshowing Canvas for Byways:

- 1. GPS (optional) - provides route information and distance.
- 2. Data entry forms (optional) - provides a means to record observations and recommendations.
- 3. Camera (optional) - provides a means to document observations and recommendations.
- 4. Map (optional) - provides a means to identify the byway segment.
- 5. Signage (optional) - provides a means to identify the byway segment.
- 6. Other materials and equipment as needed.

Pre-Canvas Stage Tasks:

1. Collect readily available information.
2. Randomly select a 20- to 30-mile segment for field driving and observation— attempt to include one major entrance or intersection with a state or federal highway.
3. Plan field trip itinerary.

Canvas Stage Tasks:

1. Drive segment in one direction.
2. Trace one major entrance route (intersecting US and state routes, major arterials, etc).
3. Record travel track with GPS (optional).
4. Take sample photographs of:
 - Entrances
 - Route Marking
 - Any existing Orientation Stage
 - Typical route marker locations
 - Orientation signage and maps
5. Complete planned field trip Data entry forms.
6. Response to questions/topics may use a scale basis relative to comparables on a set of benchmarked byways.

Post-Canvas Stage Tasks:

1. Introduction, general summary of findings and discussion.
2. Could include a comparison ranking with other byways.

Page 11 of 47

The Manual of Uniform Traffic Control Devices & Effective Wayshowing

The Manual of Uniform Traffic Control provides road management authorities with the tools needed to consistently and safely direct motorist along our highways. When planning for effective wayshowing on a byway, the signage component of your planning must respond to the requirements of the manual. This section of our booklet provides a quick overview of key portions of the manual.

Byway providers are encouraged to develop a relationship with the road management authority for your road so that you can understand the requirements of the manual in relation to your travelers needs.

The design of signs is governed by important rules and standards that covering design and placement of signs and other roadside appurtenances. As discussed on the next page, the design of a byway logo should focus on the clear, concise and descriptive message you want a traveler to absorb in the second or two a driver has to recognize the sign at highway driving speeds.

Page 12 of 47

Considerations in Use of Byway Logos

Message of the Byway:

It is likely that there will be many opportunities for the message to be seen, read and heard when the route changes direction, and suddenly faces the motorist. Therefore it is important that the route be well identified to the motorist and easily visible in a clear and concise manner.

Figure 1: Typical route marker and directional arrow sign.

The route marker is to be shown clearly on any map and location that will be used to guide the motorist along the route. Therefore printed materials should also show all route numbers and an other information that will be used to guide the motorist along the route.

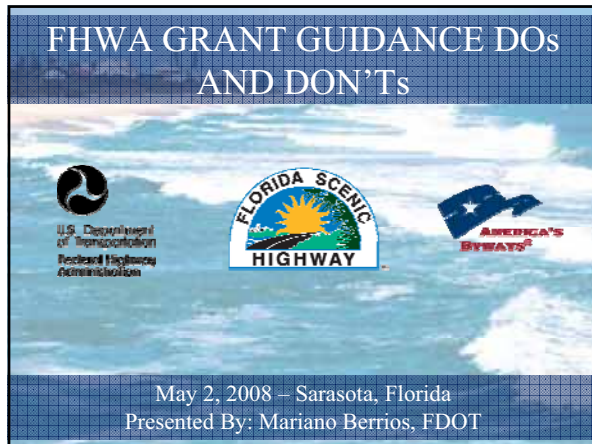
Figure 2: Sample sign treatments.

This excerpt from the Minnesota DOT Byway Sign Manual provides examples of the many uses for a byway logo. Sign designers and byway providers are encouraged to recognize that the importance of clear and simple sign graphics for a logo on a sign while realizing that more elaborate versions of the logo can be used on other byway materials.

Consider a family of logo treatments for your byway.

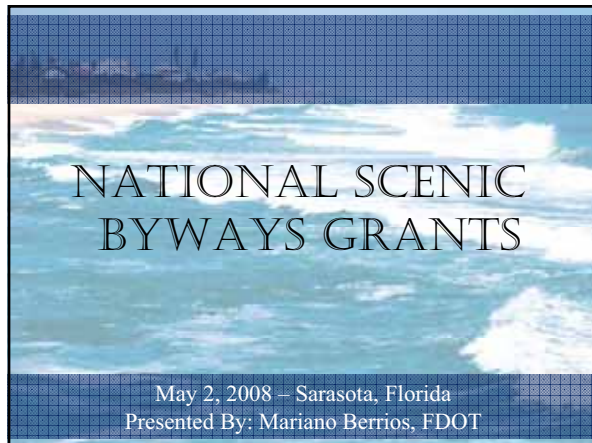
Page 13 of 47





Presentation Agenda

- Introduction to FHWA National Scenic Byways Grants
- Grant Questions
- General Application Tips
- Open Discussion / Q & A



NSB Grants

- Applications for NSB Grants – FHWA requests applications on an annual basis
- Applicants file with grants.gov, then submit grants application online at byways.org
- Only state designated scenic highways and nationally designated byways may apply
- Applications require a 20% match
- Applications need to meet the requirements of the FHWA's Grant Information

NSB Grants (Cont.)

- Corridor Management Entity has to concur with the application and needs to ensure the proposed project is in agreement with the CMP and associated documents (Master Plans, Action Plans, etc.)
- FDOT staff reviews applications and provides preliminary comments (applicant can make revisions before electronic submission)
- SHAC reviews applications
- FDOT staff ensures grants.gov requirements are fulfilled (Including submission of SF-424)
- SHAC ranks applications and makes recommendations to the FDOT Secretary

NSB Grants (Cont.)

- FDOT Staff prepares letter for the Secretary's signature submitting ranked applications to FHWA
- Secretary signs letter and applications are submitted to the FHWA Florida Division Office
- FHWA Florida Division reviews submitted applications
- FHWA Florida Division Office submits applications to FHWA Washington
- FHWA Washington review team reviews nationwide applications and makes recommendations to USDOT Secretary
- USDOT Secretary announces selection




What is the difference between the information that is submitted on www.bywayonline.org and what is submitted on www.grants.gov?

[bywayonline.org](http://www.bywayonline.org)

Details on the project's proposed funding, overview, budget, work plan, description, relation to traveler's experience, etc.

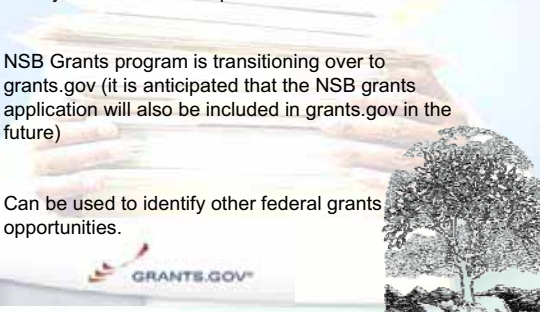
[grants.gov](http://www.grants.gov)

Information about the byway organization applying for federal funds.



Why use www.grants.gov?

- Grants.gov is part of the President's *e-government* initiative to utilize technology to make information readily accessible to the public.
- NSB Grants program is transitioning over to grants.gov (it is anticipated that the NSB grants application will also be included in grants.gov in the future)
- Can be used to identify other federal grants opportunities.



What advice could you lend on navigating/using the www.grants.gov website?



Refer to the FHWA's document: **"Tips for Using Grants.gov"**



Can be obtained at: www.bywayonline.org/grants/articles/73500

Begin the registration ASAP

Registration does not have to coincide with the solicitation of applications.


What is a D-U-N-S Number?

- A unique nine-digit sequence number recognized as the universal standard for identifying and tracking over 100 million businesses worldwide.
- Widely used by both commercial and federal entities
- Enables potential customers, suppliers and lenders to identify and learn about your organization.
- Incorporated into the Federal Acquisition Regulation (FAR) as the federal government's contractor identification code for all procurement-related activities.

Does FHWA provide feedback on applications submitted for funding?

- FHWA will only provide feedback on non-funded projects to assist applicants on how they might improve applications should they decide to re-submit the application in the future.
- The FSHP staff and the SHAC also provide feedback after the application ranking meeting.
- For guidance on all the conditions guiding the use of NSB Grants funds see the Grants Information package



Is it true that county and local government can use in-kind services as part of their match?

• YES!

- All in-kind contributions or donations must meet the same requirements as if the item is being paid for with byway funds (i.e., the costs must otherwise be eligible for National Scenic Byway Program funds).
- If the project is funded, then the value and the source of the in-kind or non-cash match must be documented and supported in the project records when carrying out the project.
- The value and the source of the in-kind or non-cash match must be documented and supported in the project records when carrying out the project.



See pages 36-37 of the Grant Information package.

Who verifies the value of an in-kind match?

If a project is funded the State as well as the FHWA Division Office can verify that in kind or non-cash matches are eligible.



How should applicants apply for the funding of activities that were previously funded under the old Seed Grant category?

- Former Seed Grants - \$25,000 for a maximum of 5 years for CME operations
- In FY 2007 and FY 2008 seed grants are no more.
- No longer limited to \$25,000
- Can now apply under the Corridor Management Plan Implementation Category.
- No limit of how many times can apply.
- No longer protected by "priority", now have to compete with other categories



On page 7 of the FY2008 Grant Information it states that anyone can prepare an application. Typically, States are limited by law as to who they can enter into project agreements with. How would this be addressed?

- Verify the requirements of the State to administer selected projects and receive reimbursements.
- In Florida this is normally done under the Local Agency Program
- Funds are typically passed along to local governments through a LAP agreement
- The LAP program cannot be applied for projects through non-profit organizations.
- Some districts are using JPAs
- FDOT and FHWA working on how to pass along funds to non-profit organizations using the LAP Program.

What are some tips that you can give me for creating a better grant application?

Demonstrated benefits for the byway traveler, whether the project will help manage the intrinsic qualities that support the byway's designation, shape the byway's story, interpret the story for visitors, or improve visitor facilities along the byway.

The proposed amount of National Scenic Byways Program funds should be proportionate to the proposed project's benefits to byway travelers.

Projects should be consistent with the Corridor Management Plan.

Project should have the concurrence of the CME.

CME should be an active group.

Tie the project to the story of the corridor.

What are some tips that you can give me for creating a better grant application? (cont.)

Show that there is support for the project.

Project should not only benefit local community.

Project eligibility is based on the information provided in the submitted application and the attachments. Applications may be found ineligible based on a lack of information provided or insufficient information describing the relationship of the proposed project to the byway, and the benefits to byway travelers.

Respond to the Principles, Practices and "Complete Applications Include" sections of the Grant Guidance for the selected category.

Provide a map showing existing State designated scenic byways and discuss those routes in the Narrative Section of the electronic application.

What are some tips that you can give me for creating a better grant application? (cont.)


For safety projects, reviewers can determine eligibility only when the application demonstrates the increased traffic and changes in the types of vehicles using the road is a result of the byway's designation. Project should not only benefit local community and safety problems should not be existing safety problems.

If a property is being acquired or protected for use as a byway facility, then what specific function would it serve? Work required by other highway projects may be determined not eligible/

Interpretive Centers – demonstrate that use of the building will be for byway purposes. Most of the square footage should be dedicated to the byway. Explain clearly why the center is needed.

Question & Answer...

Mariano Berrios
State Scenic Highways Coordinator
(850) 414-5250
mariano.berrios@dot.state.fl.us



**Working with the Media:
Seven Deadly Sins to Avoid
& Seven Strategies to Increase
your Chances of Media Exposure**

*Presented to: Florida Scenic Byways Conference
Presented by: Becky Repp, American Road magazine
May 2008*

Seven Deadly Sins to Avoid

(courtesy publicityhound.com):

- Providing insufficient or wrong information on your news releases, particularly telephone numbers. Releases must be complete, accurate and specific.
- Writing too long. They should be no longer than a page.

2

Seven Deadly Sins to Avoid

(courtesy publicityhound.com):

- Sending it too late. Mail or fax it to local media at least two weeks before an event, preferably three or four. Major magazines work four to six months ahead of time.
- Sending a release with no news value. News is what happens that is different. If it isn't different, it isn't news.

3

Seven Deadly Sins to Avoid

(courtesy publicityhound.com):

- Omitting a contact name and phone number. At the top of the first page in the left corner, let editors know who they can call if they have questions. Include day, evening and cell phone numbers.
- Calling after you send a release. Questions like "Did you get my news release?" will brand you as a pest. Most reporters and editors don't have time. If you do follow up, make sure you have a reason to call. Suggest a particular angle to your story, or ask the media people if they need any other information.

4

Seven Deadly Sins to Avoid

(courtesy publicityhound.com):

- Blatant commercialism. Avoid hackneyed words and phrases such as spectacular, incredible, the only one of its kind, breakthrough, cutting-edge, unique and state-of-the-art.

5

Do:

Familiarize yourself with the media outlet. (E.g. Read, watch, or listen to any media outlet whom you plan to contact with story ideas and media releases).

6

Pitch a story or send a release that is appropriate for the media outlet. (Ex.: Don't pitch a Caribbean Cruise to American Road magazine.) It wastes the editor's time. They will likely ignore any future releases from you that might be appropriate (or mark you as spam so that future releases won't even reach them).

7

Do:

Contact the outlet via a means outlined in their submission criteria when you have a story angle or newsworthy information. Most editors set aside a certain period of time for reviewing submissions. If you call and the submission guidelines say to mail or email queries, the editor will likely be tagged as someone who does not follow directions. (When submitting events, use the calendar event submission process vs. the story/media release process.)

8

Do:

Provide professional quality images with cut lines and photo credit information (or offer to provide images) in whatever format the outlet requires.

Offer additional assistance or information.

Follow through with any promises. If having difficulty fulfilling requests, inform the media asap and provide an alternative.

9

Do:

Meet any deadlines provided.

Provide media with a variety of resources (Offer to arrange interviews, assist with research, etc. You'll become a valued asset!)

10

Other strategies to utilize to encourage media attention:

- Offer a website with a media room
 - Give access to a variety of professional, high-resolution images (please don't make us wait). (CAUTION: Make sure that you have permission to post and provide the images on your site for media use!)
 - Provide a number where someone may be reached (even if your office is closed five out of 7 days a week - give alternate contact information for media access).

11

■ Other strategies to utilize to encourage media attention:

- Consider hosting a FAM trip.
- Offer media travel assistance.
 - Request letter of assignment

12



Becky Repp

Becky@americanroadmagazine.com

1-877-285-5434 x1



13

Florida Scenic Highways Program Goal Setting Forum

During the last session of the conference, Mariano Berrios and Lynne Marie Whately asked that the participants provide to the FSHP staff input on the goals, obstacles, opportunities, and constraints they are facing in the program. The participants were asked to break into groups based on the tables at which they were sitting and provide feedback on the following types of questions: What can the program do better for participants? What are the obstacles CAG and CME groups face? What new items could the program develop to help CAG and CME groups succeed?

The participants spent some time within their respective groups brainstorming ideas and strategies for the program. Mr. Berrios and Ms. Whately collected the results of their efforts and led each group in presenting their results to the entire delegation. The recommendations included:

Group 2

1. Encourage the state to remove billboards from Scenic Highways
2. Facilitate placement of utility lines underground
3. Closer partnering with local government to ensure timely completion of grant projects
4. Continue the biannual conference
5. Field trips to different byways
6. Certain characters foul up the annual report format
7. More funding for grants
8. More CME group discussions

Group

1. More money is needed
2. FDOT Coordination/Training
 - Uniform MSG/Policies/Program Consistency of information
3. JPA/LAP Issue
 - Process/Information Flow
4. Future years- No DOT
 - All highways are designated roadways/corridors, then sustainability through CMEs
5. Next conference
 - Listen more and talk less
 - CMEs- Story/Successes/Failures
 - Sustainability of CMEs

Group 4

1. Regional, quarterly Scenic Highway Meetings- roundtable style
2. More money needed
3. Limit the number of designations
4. "Orientation" portion of conference vs. issues for long-established CMEs

Group 5

1. 501(c) (3) application training process
2. Sunshine Law workshop relating to the FSHP
3. Governance and Incorporation Guidance
4. State FSHP branding materials for each CAG/CME to be used for public outreach programs, i.e. banner, brochures, and give-a-ways.

Group

1. Standardize symbols for all byways maps
2. Enhanced coordination among CME/ ListServ
3. Scenic Highways have more impact in regulating decisions
4. Provide more statistics/data on economic benefits of Scenic Highways
5. Training to develop technical skills for media outreach
6. Specific Workshops to address issues
 - Grants/fundraising
 - Publicity
 - CME Organizational
 - Advocacy
7. Sell T-Shirts

Group 7

1. Online Resource Center (samples, information)
2. Non-Profit Designation
3. Sunshine Law Workshop
4. Central Archive provided for public records

Group 8

1. Have state develop a community Toolkit to educate community and local officials
2. Have state develop a strategy to integrate tourism into byway organizations
3. Hold state FSHP conference annually
4. Create networking tool on website (state) so CAG's/CME's can communicate with each other

Group 9

1. Need to know what's expected
 - To Get a Grant
 - After we get a grant
 - How to process
 - How to manage
 - Reporting requirements
 - Must all Federal Rules be followed
 - RFP's
 - Licenses
 - Minority owned companies
2. All district coordinators have ongoing training & coordination

3. Roadside chat – for CAG/CME support
 - CAG/CME/Board Training
4. Clear Information and Direction On:
 - Federalization of Road
 - If you get a grant
 - Sunshine Law
5. Better Coordination- between CME & FDOT
6. Non-federal money

Mr. Berrios thanked the participants for their comments and suggestions. These suggestions and recommendations will be examined and discussed with management in an effort to make the FSHP better for everyone involved.

Attendee List

Dennis Adams
America's Byways Resource Center
dadams@byways.org

Glenda Anderson
Keep Charlotte Beautiful
glenda.anderson@charlottefl.com

Bob Bartelt
Scenic WAVES
rbartelt@tampabay.rr.com

Kristee Booth
EMS
Kristee.Booth@dot.state.fl.us

Julia Burch
Sarasota Bay Estuary Program
julia@sarasotabay.org

Jeff Caster
FDOT- CEMO Landscape Architect
jeff.caster@dot.state.fl.us

Bret Clark
Lemon Bay/ Myakka Trail
bretclark@embargmail.com

Clint Eliason
TranSystems
cceliason@transystems.com

Pat Gentry
Scenic WAVES
plsgen@aol.com

Shawn Hartzer
FSHP SHAC- Forestry
hartzes@doacs.state.fl.us

Frank Hickson
FDOT
frank.hickson@dot.state.fl.us

Jason Amadori
Data Transfer Solutions
jamadori@edats.com

Garry Balogh
FDOT- D5 Coordinator
garry.balogh@dot.state.fl.us

Mariano Berrios
FDOT- State Coordinator
mariano.berrios@dot.state.fl.us

Eugenia Buchanan
Pensacola Scenic Highway Foundation
ginger.lily@cox.net

Glenn Burns
Burns Consulting
burnsgis@comcast.net

Richard Clapp
City of Sarasota- Commissioner
Richard.Clapp@Sarasotagov.com

Richard Dreyer
Tindale-Oliver and Associates
rdreyer@tiandaleoliver.com

Greg Gensheimer
Green Mountain Scenic Byway
gregigensh@comcast.net

George Harden
A1A River to Sea
jazzman@bestvetpc.com

Bob Herrington
Sarasota/Manatee MPO
bherrington@sarasota-manateempo.org

Erich Hintze, Jr.
Lemon Bay/ Myakka Trail
erichhintze@msn.com

Lynn Hobeck
Ringling Estate
lynn.hobeck@ringling.org

Joe Jaynes
Ormond Scenic Loop & Trail
joejaynes@cfl.rr.com

Barbara Jenness
Friends of A1A Scenic & Historic
Barbara@BarbaraJenness.com

Miguel Iglesias
FDOT- District 6
miguel.iglesias@dot.state.fl.us

Ann Kashmer
Ormond Scenic Loop & Trail
annkashmer@aol.com

Arlene Kern
FDOT
arlene.kern@dot.state.fl.us

Curtis Knowles
Polk County Planning
curtisknowles@polk-county.net

Manon Lavoie
FDOT- D1 Coordinator
manon.lavoie@dot.state.fl.us

Lois LeVasseur
Lemon Bay/ Myakka Trail
lolevasseur@embargmail.com

Marianne McNeil
Scenic A1A Pride
jimcneil@bellsouth.net

Jonathan Mugmon
Glatting, Jackson, Kercher, Anglin, Inc.
jmugmon@glatting.com

Jennifer Nanek
The Ridge Scenic Highway
thedepot@cityoflakewales.com

Patty Hurd
Glatting, Jackson, Kercher, Anglin, Inc.
phurd@glatting.com

Karon Jaynes
Ormond Scenic Loop & Trail
karonjaynes@cfl.rr.com

Bill Jonson
Courtney Campbell Scenic Highway
bill.jonson@usa.net

April Johnson
Fine Art for Health
apriljohnson@comcast.net

Irene Kauffman
Friends of A1A Scenic & Historic
spvanews@comcast.net

Frances Kidd
Corridor Solutions
franceskidd@aol.com

Barbara Kula
Charlotte Co. Env. & Extension Services
barbara.kula@charlottefl.com

Gladys Leeks
Broward MPO
GLEEKS@broward.org

Wanda Maloney
Corridor Solutions
wmaloney@corridorsolutions.net

Ryan Montague
Sarasota County Traffic Ops.
rmontagu@scgov.net

Richard Musior, Jr.
Sarasota County Government
rmusior@scgov.net

Andy Nicol
TranSystems
awnicol@transystems.com

Sallie O'Hara
Friends of A1A Scenic & Historic
tarahill@bellsouth.net

Carl Parks
Scenic WAVES
seajay2@earthlink.net

Karen Peschke
Visitenglwood.com
sale@visitenglewood.com

Pam Portwood
Big Bend Scenic Byway
pportwood@embarqmail.com

Christa Razem
City of Ft. Pierce
christarazem@city-ftpierce.com

Becky Repp
American Road Magazine
becky@americanroadmagazine.com

Donna Richardson-Drevniok
Scenic A1A Pride
donnadbeach@earthlink.net

Millie Small
Tamiami Trail- Windows to the Gulf
Sarasota, FL

Tim Smith
FSHP SHAC- DCA
timothy.smith@dca.state.fl.us

Townsley Schwab
Monroe County
schwab-townsley@monroecounty-fl.com

Renee Tallevast
West Volusia Tourism Advertising Agency
rtallevast@river-of-lakes.com

Jennifer Vrynios
URS Corporation
Jennifer_Vrynios@URSCorp.com

Mike Palozzi
PBS & J- District 7 Coordinator
mjpalozzi@pbsj.com

Kurt Peschke
Visitenglwood.com
sale@visitenglewood.com

Lisa Marie Phillips
City of Bradenton
lmphillips@cityofbradentonbeach.com

Sissy Quinn
Scenic WAVES
sqonami@tampabay.rr.com

Mimi Reid-Hardman
The Ridge Scenic Highway
thedepot@cityoflakewales.com

Beth Rice
Visit Florida
brice@visitflorida.org

Claudia Ridge
ReMAX Alliance Group
claudiaridge@comcast.net

Jessi Smith
West Volusia Tourism Advertising Agency
jessi@river-of-lakes.com

Allen Sullivan
Alico Land Development, Inc.
vhs294@hotmail.com

Maryanne Tadeo
Scenic A1A Pride
taddeom@bellsouth.net

Jacqueline Vazquez
Charlotte County Parks and Recreation
jacqueline.vazquez@charlottefl.com

Jean Wallace
Pensacola Scenic Bluffs
hyerpointhouse@bellsouth.net

Paula Wehr
Ormond Scenic Loop and Trail
paulawehr@bellsouth.net

Lynne Marie Whately
TranSystems
lmwhately@transystems.com

Richard Winder
City of Sarasota
richard.winder@sarasotagov.com

Susan Welborn
The Ridge Scenic Highway
sueonthelake@aol.com

Anne Wilson
Scenic A1A PRIDE
annewilson@cfl.rr.com

Pictures

