



Advocacy Guidance

FSHP Program Report

The **2016 Florida Scenic Highways Program Annual Report** can be used to update byway stakeholders such as:

Elected Officials

- Mayors, county & city commissioners
- State & national legislators

Planning Agencies

- City & county planning offices
- Metropolitan Planning Organization (MPO) or Transportation Planning Organization (TPO)
- Federal agencies: National Wildlife Refuges, US Forest Service, National Park Service, etc.

Tourism Agencies

- Chambers of commerce
- Convention & visitors bureaus
- Tourism development council (TDC)
- Visitor centers

Community Groups

- Nonprofits like the Audubon Society, Rotary Club, garden clubs, etc.
- Homeowners associations
- Merchant associations (other than chambers)

Other tips for creating the biggest impact:

- The information will be most powerful if shared in face-to-face meetings or presentations. It's important for stakeholders to see your personal passion and commitment.
- Use the report as an excuse/opportunity to ask for a meeting with important stakeholders to share information and updates. Time spent with stakeholders when you are not asking for anything is important.
- Don't delay! The information in the report will feel dated by the end of the year.
- Include the report as part of a packet of materials that might also include information about your byway or new promotional materials.
- Arrange meetings with stakeholders in teams if going alone feels intimidating.
- Include in your discussion ways you can partner with the stakeholder that are mutually beneficial.
- When giving a presentation to a group, offer an opportunity for follow-up, i.e., a sign-up sheet for people who want to be added to your byway organization's email or newsletter distribution list.