



Florida Scenic Highways Program



District Scenic Highways Coordinator Meeting Notes

Wednesday, November 6, 2013

Welcome & Introductions

Participant/Job Title	Years of Experience	FSHP Experience
Garry Balogh Environmental Scientist & D-5 Scenic Highways Coordinator	20	17
Jennifer Barrow Complete Streets Coordinator	7	.5
Jeff Caster State Transportation Landscape Architect	20	1.5
Bob Crim, P.E. Manager, Production Support Office	38	5
Kirk Hoosac District Landscape Architect	8	1
Ray La Fontaine District Project Development	18	5
Roxann Lake Community Liaison	2 (17 FDOT)	2
Wanda Maloney Byway Consultant FSHP Program Coordinator	18	8
Lori Marable Bicycle/Pedestrian/Public Involvement & Scenic Highway Coordinator	5	5
Debrah Miller Project Specialist & D2 Scenic Highway Coordinator	21	8
Mike Palozzi Client Program Manager FSHP Program Coordinator	30	10
Steffanie Workman, P.E. Project Manager	18	5
Total Years of Experience	205	56



National Scenic Byway Program & National Scenic Byway Foundation Updates

Slide 2 (DSHC Day 1)

FSHP Work Plan

Slides 3-17 (DSHC Day 1)

Program Operational Needs (brainstorming session)

Issue 1: Technical Assistance needed by the byway community (SHAC, DSHC, CME/CAG)

- Help desk for technical questions
- Program compliance tracking (i.e. Five-Year CMP Updates, annual reports)
- Manual updates/manual rewrite
- Program records management (i.e. historical byway documents)
- Coordinate yearly events (i.e. Hog Rally)
- Provide consistent guidance to new corridors “road map”
- Coordinate-dialog with SHAC members “relationships”
- Define role of SHAC, SHAC training
- Ensure consistency from one byway to the next
- Define roles, especially DSHC role

Issue 2: Engage the DSHCs

- Targeted/value added DSHC teleconferences
- Serve as an access point for technical program questions
- Provide/identify training on program issues
- Assist in obtaining district specific support with district management
- DSHC’s need to ensure ownership of documents prepared by CAGs/CMEs
- Define DSHC role?
- Gain an understanding of how district management perceives DSHC role?
- Advocate for the program and the byways
- Define CME role
- Communication between Program and DSHC: “informational” communication vs. “action needed” communication with all program correspondence.

Issue 3: Training for byway community

- Implementation phase needs
- Roadside chats
- Encourage CAG/CME to write documentation for byway not for the SHAC
- Program introduction to partners



- Marketing corridors
- Encourage CAGs/CMEs to identify/address the “byway experience”
- Ask the CME’s what their expectations are of the program, DSHC, etc.
- Support CME partnering needs/efforts
- Awareness of Chapter 29 of PD&E Manual

Issue 4: Communication Strategies

- Workshops (state, regional, webinar)
- Quarterly Teleconferences
- *Byway Buzz*
- FSHP Website
- FSHP Social Media
- Promotional Materials
- Swag
- Identify strategies regarding the unique personalities found in each district
- Develop a Scenic Highways RCI-layer
- Consistent, Predictable & Repeatable “CPR”
- DSHC job description

Thursday, November 7, 2013

FSHP Manual Update

FSHP Contradictions:

Sunshine Law

- Original intent was to insure transparency.
- Impact is that CME members are afraid to talk to each other outside of public meetings
- Used as an excuse not to take action

Scenic vs. Heritage Designation

- The signs all say “scenic”
- Some designated roads are not “Highways”
- Some roads are neither scenic, nor highways

Transportation Agency managing a Tourism Program

- Basis of designation is the roadway itself, therefore FDOT involvement required



- Agency is unaware of how the program helps achieve its own goals
- Internal “marketing” needed

Additional contradictions listed on slide 3 (DSHC Day 2)

Strategic Visioning:

E – Eligibility Phase

D – Designation Phase

I – Implementation Phase

I wish...

- We didn’t tell CMEs what their goals are (D)
- CAGs were better prepared to be CMEs (E)
- Eligibility only required LOI and SHAC review (E)
- District Scenic Highway Coordinator job descriptions included more dedicated time for work with byways (E, D, I)
- There was one, full-time Scenic Highway staff person in Central Office (E, D, I)

We could...

- Expand the LOI (E)
- Use less (or no) jargon (E, D, I)
- Encourage greater stakeholder engagement (D)
- Place more emphasis on public involvement (D)
- Have FSHP staff drive proposed corridors, offer feedback to CAG from visitor perspective (D)
- Simplify reporting (I)

Priorities to resolve:

- Sunshine Law
- Rigor of program preventing it from being “grassroots”
- Stakeholder engagement (CME)
- Internal (FDOT) marketing and engagement

Next Steps

FSHP Manual Update Process:

- Wanda & Mike will draft revisions, forward to policy committee
- Policy Committee will use webinar technology to discuss drafts
- Goal is to strip manual down to critical requirements. Guidance material (CMP requirements, protection techniques, etc.) will be pulled from manual, and made available as stand-alone guidance. Additional stand-alone guidance will be developed for the Implementation Phase (slides 5-7 DSHC Day 2).