



# Florida Scenic Highways Program Discussion Forum Summary

Compilation of information recorded at the Corridor  
Management Entity (CME) Discussion Forum held on  
May 5, 2014





Florida Black Bear Scenic Highway

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*River of Lakes Heritage Corridor Scenic Highway*

## Introduction

On Monday, May 5, 2014, a **Florida Scenic Highways Program (FSHP) Discussion Forum** was held at the FDOT Turnpike Office in Ocoee, Florida. The purpose of the meeting was to offer Corridor Management Entity (CME) leaders and other Florida Scenic Highway supporters the opportunity to provide comment on revisions to the Florida Scenic Highways Program Manual currently underway. The facilitated meeting focused on policy topics primarily related to improving and strengthening the Implementation Phase; including CME sustainability, Corridor Management Planning requirements, and training. The meeting agenda is included as Appendix A.

The meeting was attended by thirty-two participants, including Florida Department of Transportation and FSHP staff, CME leaders and members, and scenic highway consultants. The purpose the meeting was to collect input only, there were no decisions made. The following document summarizes the suggestions, comments, and ideas provided by the participants. This information will be used to inform decisions about revisions to the Florida Scenic Highways Program Manual.

The FSHP staff is grateful to all of the participants who committed time and resources to attend the meeting. The input provided is critical to the future and long-term success of the Florida Scenic Highways Program.



*Suncoast Scenic Parkway*

## Welcome and Introductions

Jeff Caster, FDOT State Scenic Highway Coordinator, opened the meeting, and introduced himself and others representing the Florida Scenic Highways Program: Bob Crim, Wanda Maloney, and Mike Palozzi. The meeting participants then introduced themselves, and described their affiliation with the Florida Scenic Highways Program. The complete list of participants is included as Appendix B.

In addition, participants were asked to share with the group one issue they were eager to discuss during the Discussion Forum. Issues identified by the participants included:

- CME Sustainability
- Funding opportunities
- Economic Impact
- Marketing (mobile marketing, maps, kiosks)
- CMP structure and form
- Momentum
- Scenic Highways are scenic
- Continued support from local government after designation
- Meaning – what is a scenic highway and why is it important?
- Training – marketing, capacity building
- How to make the FSHP both realistic and beneficial for CMEs as grassroots organizations
- Program requirements
- Implementation Phase
- Interpretation through kiosks
- Accreditation process
- Meetings to share byway knowledge amongst volunteers
- CME member recruitment





*Old Florida Heritage Highway*

## **Florida Scenic Highways Program: Background and Status Update**

Following introductions, Jeff Caster gave a brief slide presentation on the history of the program and previous policy updates. There have only been two significant changes to FSHP policy since the program launched in 1996. In 2002 the policy was amended to include any public road in addition to state roads, and in 2009, the "Heritage" designation was created.

The 2013-2016 FSHP Work Plan was also reviewed. Jeff Caster concluded by saying that the current revisions to FSHP policy will shift the focus from designation to the implementation phase and sustainability issues. His complete slide presentation is included as Appendix C.



A1A Scenic and Historic Coastal Byway -  
4th Annual Environmental Education Fair at  
Anastasia State Park

## Discussion Topic 1: Universal Criteria

A survey was distributed to CME leaders and scenic highway supporters in April 2014. The survey responses identified the following eight challenges to be common among Corridor Management Entities (CMEs):

- Need to demonstrate impact/benefit of designation
- Communicating with/gaining the support of the community, partners, and others
- Getting local governments on board
- Identifying/engaging volunteers to do the work
- Funding
- Marketing/greater cooperation with VISIT Florida
- Support from FSHP/District Scenic Highway Coordinators (training, communication, funding)
- Maintaining a connection to mission/purpose over time

The above challenges were reviewed with meeting participants and posted in the meeting room. Given the above, the first discussion by participants centered around the following question:

*Are there ways to revise the Universal Criteria to address long-term challenges?*

*Consider this question from both a quality of the collection and sustainability perspective.*



*Tamiami Trail - Windows to the Gulf Coast  
Waters Scenic Highway*

## In other words...

...can changes to the Designation Phase help alleviate challenges during Implementation? The Universal Criteria from the FSHP Policy Manual (that potential scenic highways must meet) were reviewed on a slide, and can be found in Appendix D. The following comments were collected from the meeting participants:

- UC #9: What does “local support” mean? Need to be specific.
- Is it really a “scenic” highway?
  - ▶ Benchmarks are needed to maintain level of quality (new should be as good as existing)
  - ▶ Raise the level of quality
- Benchmarks come from existing byways
- Make requirements tougher?
- Consideration for other modes of transportation (bike, ped, etc.) not just cars
- Designation requirement should include applicant explaining: Why should it be designated? What will you do for your community?
- UC #2: Story should be authentic and unique
- Too much emphasis on what can we do for visitors, need to think about what byway can do for community
- UC # 7, 8, 9: important – maintaining it is the challenge
- Gain support from community and local government
  - ▶ Show local government importance of program
  - ▶ Putting weight behind the program – demonstrating impacts and benefits
- CME – large & strong enough (should be)
- Stronger FDOT voice to support CMEs
  - ▶ Quantitative measures
  - ▶ Implementation
- Future funding planning money to provide training
  - ▶ Sustainability for CME – meetings, forums (ideas)
  - ▶ State conference?
- Missing importance of SH brand
  - ▶ Heritage without scenic hurts brand?
- Should not allow segmentation
- Have to deal with billboards, development, etc.
- Protect integrity of brand and experience of journey and story



Courtney Campbell Scenic Highway

## Discussion Topic 2: CME Sustainability

The second discussion topic was introduced with a review of the composition and purpose of a CME, as described in the existing FSHP Manual (Slide #13, Appendix C). The following questions were then used to initiate discussion regarding CMEs:

*What's working?*

*What's not working?*

*Are there other options?*

*Can revisions to policy impact CMEs?*

The following comments were collected from meeting participants:

- Do we need CMEs?
  - ▶ Yes, difficult to hand off
  - ▶ Absence of direction
  - ▶ Guidance issues
  - ▶ CME vs CAG
  - ▶ Need citizens, not just local government
- Definition of CME is too broad
- Sometimes it is good to include local governments
- Need more requirements for sustainability (and diversity)
- Flexible
- Hard with purely grassroots
- Community-partner to improve
- Big Bend Ambassador program
  - ▶ Stickers on doors of businesses, brochures
  - ▶ Educate visitors about byway, things to do, etc.
  - ▶ Should happen even if no program
- Need seed money to print maps, branding, website maintenance, etc.
- Engage local businesses and organizations
- Need leadership. Partners are not always good leaders.
- Grants for maps.
- Byways need credibility in order to interact successfully with their local governments. FDOT can help by increasing promotion and branding of scenic highways.





Old Florida Heritage Highway

## Discussion Topic 3: Corridor Management Planning

For this discussion, meeting participants were divided into four small groups to discuss and record their thoughts related to the following questions:

*Are critical elements missing from traditional CMPs?*

*How can we make CMPs more meaningful?*

*How can policy be revised to help address long-term challenges?*

Each group then chose a spokesperson to present their ideas to the whole group. The following summarizes the presentations of the small groups:

### Group 1:

- LOS, R/W, land use is largely not needed because it will be evaluated on an as-needed basis
- Map is most beneficial
- Define and clarify terminology
- Explain what you want to accomplish – what is your target audience
- Each CME needs to set their own metrics for what they want to accomplish and evaluate their performance annually
- Model after National Scenic Byway designation process (story, itineraries, marketing) plus action plan
- Mission – super focused
- Story – 2 versions: Executive Summary, full story
- Target audience
- Who are stakeholders
- Action Plan: tie to goals, objectives, strategies; prioritize action items; label items (in process, not started, completed) – score card; update annually
- 5-Year Update – Streamline resource assessment
- Annual Report – Questions need to be replaced, update goals and action plan annually



*Florida Keys Scenic Highway*

## Group 2:

- Setting goals and objectives primary
- Make sure the consultant assistance matches the needs of the community
- Plan needs to stay current with board of directors. Update/allow for flexibility in the plan
- Have county government adopt the CMP
- Create smaller user friendly action plan for businesses and governments annually
- Set primary goal, short and long-term goals and objectives
- Build a stronger relationship between Visit FL and FDOT to tap into money available
- Identifiable landmarks – kiosks and app tour (new entities)

## Group 3:

- Make it an Action Plan
- It should be a living document
- More meaningful – include specific goals to accomplish objectives
- Simplify – it's too much effort
- Change name (CMP) – action/vision emphasis
- Plan should be resource driven/constrained
- Phase approach
- Missing – how to reach out to other agencies that can help
- Long term – succession plan
- Missing – resources plan, partnerships, budget
- Economic benefits: to date (annual updates) (qualitative) # of birdwatchers, # of bike tours



*Big Bend Scenic Byway*

## Group 4:

- More visualization (images), more examples – “show your passion”
- Documents should be as unique as the CME
- More of a working document – less of a “required” document – very hands on, very usable. Not a put-on-the-shelf document
- Simplify requirements – simplify the plan, i.e., no traffic studies
- Short – succinct
- Have a section to identify partners – define what you will partner on

The following comments were collected from the whole group as the CMP discussion was concluded:

- No need to standardize table of contents.
- Possible names of document that would be produced annually:
  - ▶ Annual
  - ▶ Corridor Action Plan (CAP)
  - ▶ Activities, Accomplishments and Plan



*Old Florida Heritage Highway -  
Annual Community Fish Fry*

## Discussion Topic 4: Training

Participants were asked for topic suggestions for a day-and-a-half regional training session:

- Marketing
  - ▶ Annual marketing plan
  - ▶ Finding collaborative partners (connecting with those already marketing)
  - ▶ Branding, enhancing the FSHP brand
  - ▶ How to take advantage of State Tourism Day
  - ▶ How to tap TDC funds
  - ▶ Using websites and social media effectively
- Fundraising
  - ▶ Success stories from other byways
  - ▶ Cultivating business sponsors
- Recruiting
  - ▶ Volunteers
  - ▶ CME members
- Hospitality Training
  - ▶ Like Big Bend Ambassador program
- Partnerships and creating links to businesses
- Visitor Experience/Interpretation
  - ▶ Telling the byway story effectively





Green Mountain Scenic Highway

## Discussion Topic 5: FSHP Rebranding

Participants were asked to discuss the advantages and disadvantages of rebranding the program to “Florida Byways,” from the perspective of the Visitor Experience and CME (Slide #16, Appendix C). The participant comments are included in the following table:

Visitor Experience Perspective	CME Perspective
<b>ADVANTAGE:</b>	<b>DISADVANTAGE:</b>
Need to be authentic, if road isn’t scenic, should not be labeled as such	Very expensive to change signs, brochures, websites, etc.
“Highway” confusing, byway more appropriate	<b>Comment</b> - Spend the money on something else
“Heritage” needs different logo	
“Florida Byway” too generic	
<b>DISADVANTAGE:</b>	
Doesn’t matter if they’re called byways or highways	
Shouldn’t separate collection into Scenic/Heritage	
<b>Option</b> – remove words from logo	



*Indian River Lagoon National Scenic Byway*

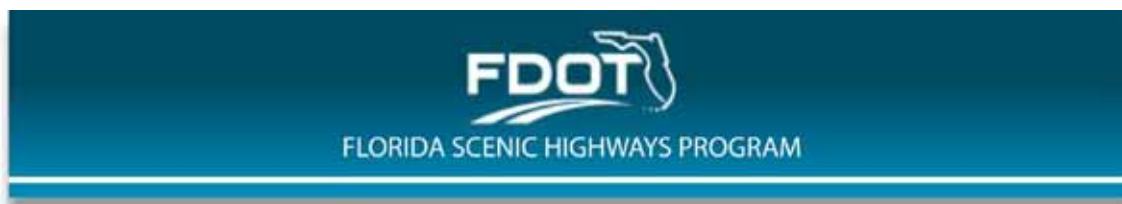
## Final Comments

- Information sharing – create a communication system that facilitates learning from others' experiences.
- Use webinars between regional trainings. Store on website
- Make BMPs available in all training areas
- Take into consideration special training needs of rural versus urban corridors
- FDOT should create better awareness of FSHP with hotel, restaurant associations, etc.
- Restructure/rethink role of SHAC
- Keep in mind that CMPs are adopted into local comprehensive plans. Local governments need to be kept up to date of changes to action plan.
- Need effective communication between all levels of program
- CMP's with planning horizons:
  - ▶ Byway Improvement Program (BIP) 5 years
  - ▶ Corridor Management Plan (CMP) 20 years
- CMEs as public involvement tools for FDOT – trusted stakeholders
- Scenic byways on the big mapping platforms – Google maps, Bing, etc.

## Next Steps

FSHP will prepare and distribute a summary of the Discussion Forum by May 16, 2014. A schedule for the FSHP Manual revision will be published by early June 2014.

## Appendix A: Agenda



### CME Leader Discussion Forum Agenda

**Monday, May 5, 2014**

FDOT Turnpike Office - Auditorium A

<b>10:00 – 10:30</b>	<b>Welcome &amp; Introductions</b>
<b>10:30 – 11:00</b>	<b>Florida Scenic Highways Program: Update &amp; Work Plan</b>
<b>11:00 – 11:30</b>	<b>Eligibility/Designation Phase: Impacts on Long-term Success</b>
<b>11:30 - Noon</b>	<b>Implementation Phase: CME Sustainability</b>
<b>Noon – 1:00</b>	<b>Lunch on Your Own</b>
<b>1:00 – 2:45</b>	<b>Implementation Phase: Corridor Management Plans &amp; Updates</b>
<b>2:45 – 3:00</b>	<b>Break</b>
<b>3:00 – 3:30</b>	<b>Program Planning: Rebranding</b>
<b>3:30 – 4:00</b>	<b>Open Discussion, Closing &amp; Next Steps</b>

# Appendix B: List of Attendees

## CME Discussion Forum Attendees - May 5, 2014

	Name	Representing	Phone #	E-mail Address
1.	Danielle Anderson	Friends of A1A Scenic & Historic Coastal Byway	386-503-5197	danielle_anderson@scenica1a.org
2.	Garry Balogh	FDOT - District Five	386-943-5393	garry.balogh@dot.state.fl.us
3.	Gina Boilini	Florida Keys Scenic Highway	305-587-1085	gina.boilini@gmail.com
4.	Kristee Booth	FDOT - District Five - FBBSB	407-342-5352	kristeebooth@hotmail.com
5.	Glenn Burns	Burns Consulting	407-469-3201	burnsgis@comcast.net
6.	Dawn Cary	Scenic Sumter Heritage Byway	352-267-8801	dawn@greatlakescarpet.com
7.	Jeff Caster	Florida Scenic Highways Program	850-414-5267	jeff.caster@dot.state.fl.us
8.	Bob Crim	FDOT - Central Office	850-414-4782	bob.crim@dot.state.fl.us
9.	Phil Davis	Sailforth Production - Orlando	407-580-9358	pdavis@sfprod.com
10.	Jeffrey Diemer	FDOT - District One	863-519-2394	jeffrey.diemer@dot.state.fl.us
11.	Jennifer Fierman	FDOT - District Four	954-777-4318	jennifer.fierman@dot.state.fl.us
12.	Bob Finck	Atkins, N.A.	863-281-8313	robert.fink@atkinsglobal.com
13.	Greg Gensheimer	Green Mountain Scenic Byway	407-469-7027	greggensh@comcast.net
14.	Kirk Hoosac	FDOT - District Six - Florida Scenic Highways Program	305-470-5384	kirk.hoosac@dot.state.fl.us
15.	Judy Hull	Florida Keys Scenic Highway	305-664-4503	director@islamoradachamber.com
16.	Joe Jaynes	Ormond Scenic Loop & Trail	386-299-2441	joejaynes@cfl.rr.com
17.	Bill Jonson	Courtney Campbell Scenic Highway	727-786-3075	bill.johnson@usa.net
18.	Stephanie Liskey	Sailforth Production - Orlando	407-416-4116	sliskey@sfprod.com
19.	Wanda Maloney	Florida Scenic Highways Program	336-659-2457	wanda.maloney@corridorsolutions.net
20.	Lori Marable	FDOT - District Seven - Courtney Campbell Highway	813-975-6405	lori.marable@dot.state.fl.us
21.	Dan McCormic	Scenic Sumter Heritage Byway	352-418-3760	dan34785@hotmail.com
22.	Matt McIntosh	TranSystems	407-335-3192	mjmcintosh@transystems.com
23.	Debrah Miller	FDOT - District Two	386-961-7793	debrah.miller@dot.state.fl.us
24.	Sallie O'Hara	A1A Scenic & Historic Coastal Byway	904-540-0402	tarahill@bellsouth.net
25.	Mike Palozzi	Florida Scenic Highways Program	813-612-3621	michael.palozzi@cbi.com
26.	Lindsay Rice	Florida Scenic Highways Program	412-491-8317	lindsay.rice@cbi.com
27.	Bob Samuels	Friends of A1A Scenic & Historic Coastal Byway	904-471-1686	bob_samuels@scenica1a.org
28.	Jennifer Vrynios	J.C. Penney Memorial Scenic Highway and Florida Black Bear Scenic Byway	850-402-6363	jennifer.vrynios@urs.com
29.	Artie White	Kimley-Horn/FDOT District Three	850-553-3507	artie.white@kimley-horn.com
30.	Anne Wilson	A1A Scenic & Historic Coastal Byway	386-445-2399	annewilson@fl.rr.com
31.	Michael Woods	Florida Black Bear Scenic Byway	407-314-4499	mwoods@lakesumtermpo.com
32.	Steffanie Workman	Florida's Turnpike Enterprise (HNTB) - Suncoast Scenic Parkway	813-975-6970	steffanie.workman@dot.state.fl.us



## Appendix C: Slide Presentation





FLORIDA SCENIC HIGHWAYS PROGRAM

# Corridor Management Entity (CME) Discussion Forum



MAY 5, 2014  
FDOT TURNPIKE OFFICE  
OCOE, FLORIDA

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## What issue are you most eager to discuss today?

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## Organizational Chart



### FDOT Central Office

*Secretary*  
**Ananth Prasad**  
*Chief Engineer*  
**Tom Byron**  
*Director, Office of Design*  
**Duane Brautigam – Director**  
*Manager, Production Support Office*  
**Bob Crim – Manager**  
*FSHP Coordinator and SHAC Chair*  
**Jeff Caster**

### Scenic Highways Advisory Committee (SHAC)

*Department of Economic Opportunity*  
**Chris Wiglesworth**  
*Department of Environmental Protection*  
**Robin Birdsong**  
*VISIT Florida*  
**David Dodd**  
*Department of Agriculture and Consumer Services*  
**Keith Bettcher**  
*Federal Highway Administration*  
**Brian Telfair**  
*Department of State*  
**Robert Jones**  
*Fish and Wildlife Conservation Commission*  
**Anne Glick**  
*Florida Greenways and Trails Foundation (Non-voting)*  
**Dale Allen**

### District Scenic Highway Coordinators (DSHC)

**Lori Carlton – District 1**  
**Roxann Lake – District 1**  
**Debrah Miller – District 2**  
**Ray La Fontaine – District 3**  
**Jennifer Barrow Fierman – District 4**  
**Garry Balogh – District 5**  
**Kirk Hoosac – District 6**  
**Lori Marable – District 7**  
**Steffanie Workman – Florida Turnpike**

**Corridor Management  
Entity (CME)**

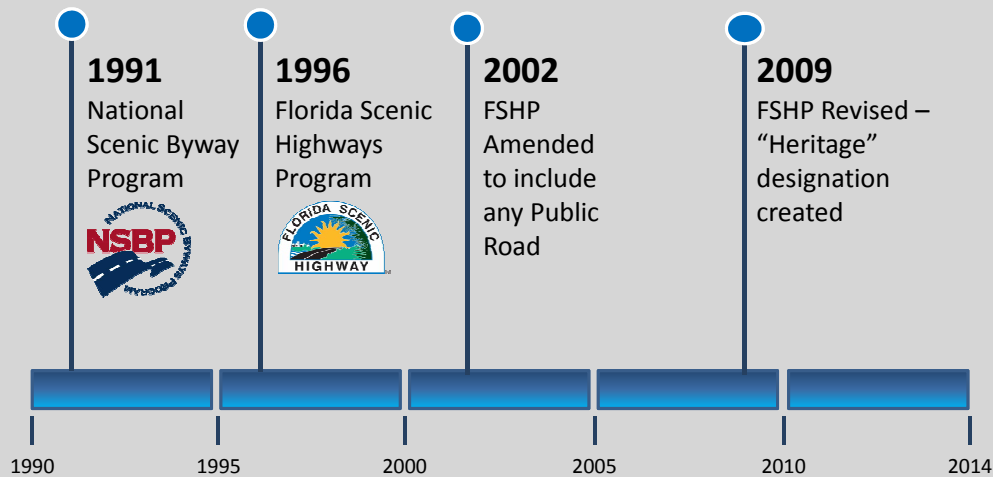
**Corridor Advocacy  
Group (CAG)**

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## Florida Scenic Highways Program



### Timeline:



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## Florida Scenic Highways Program

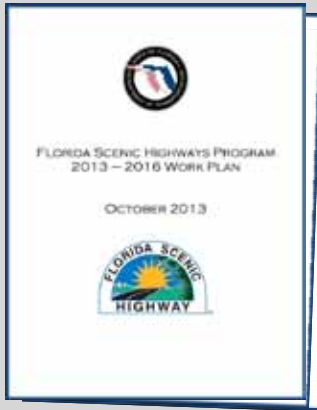


### Florida Scenic Highways:

- Collection includes 24 Florida Scenic Highways
- Five also designated as National Scenic Byways
- One also designated as an All-American Road

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# Florida Scenic Highways Program



## Role of FSHP:



Designation

Sustainability

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# Florida Scenic Highways Program



## Action Plan

Note: The following Objectives (shaded in gray) will require additional funding which has not been approved by FDOT: 1.2, 1.6, 2.6, 3.1, and 3.4.

Goals & Objectives	Estimated Completion
<b>1.0 Initiate Program Development that enables the FSHP to meet the needs of the byway community and adapt to a changing environment.</b>	
1.1 Revise the FSHP Manual in order to simplify the designation process, and develop specific guidance for the critical implementation (post-designation) phase. This will include the development and implementation of guidelines for marketing, interpretation, wayfinding, and other enhancements that help ensure quality visitor experiences on Florida Scenic Highways.	December 2014
1.2 Determine the training and technical assistance needs of Corridor Management Entities, District Scenic Highway Coordinators, and Scenic Highway Advisory Committee (SHAC) members. Research and develop a training model, curriculum, and materials.	December 2014
1.3 Develop consistent and effective communication among all levels of the FSHP.	January 2014
1.4 Determine new roles and responsibilities for the SHAC, including the feasibility of additional SHAC members or advisory committees.	December 2014
1.5 Identify and establish partnerships with appropriate agencies, nonprofits, and private organizations for the purposes of training, promotion, and funding.	Ongoing
1.6 Develop tools to effectively measure the benefits and economic impact of FSHP designation.	Various
<b>2.0 Provide the Program Operations necessary in order to achieve the mission of the FSHP.</b>	
2.1 Provide technical assistance to the byway community on an as-needed basis that is consistent, predictable, and repeatable.	Ongoing
2.2 Conduct regular assessment of day-to-day operations to determine if support levels are appropriate at the state (Central Office) and District levels.	Biannual
2.3 Insure that byways receive a consistent level of service across FDOT Districts.	Ongoing
2.4 Fully engage all District Scenic Highway Coordinators.	Ongoing
2.5 Document FSHP progress and accomplishments to the byway community, FDOT, and program partners.	Annually
2.6 Implement appropriate training programs for CME Leaders, DSHCs, and SHAC members to include online materials as well as statewide and regional workshops.	Ongoing
2.7 Implement appropriate communications strategies for CME Leaders, DSHCs, and SHAC members.	Ongoing
2.8 Nurture and expand partnerships to take full advantage of existing resources.	Ongoing
<b>3.0 Promote Florida Scenic Highways as a unique travel experience.</b>	
3.1 Develop and implement a marketing plan to determine the appropriate strategies for promotion of Scenic Highways, and also the appropriate role for FDOT in promotion.	December 2014
3.2 Encourage CMEs and program partners to incorporate Scenic Highways into existing publications.	Ongoing
3.3 Position the FSHP to take full advantage of existing public and private resources at the state level by targeting groups working toward similar goals.	Ongoing
3.4 Evaluate FSHP rebranding to eliminate the use of "scenic."	December 2014

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# Florida Scenic Highways Program



## Action Plan

### 1.0 Initiate Program Development that enables the FSHP to meet the needs of the byway community and adapt to a changing environment.

1.1	Revise the FSHP Manual in order to simplify the designation process, and develop specific guidance for the critical implementation phase.	December 2014
1.2	Determine the training and technical assistance needs of Corridor Management, District Scenic Highway Coordinators and Scenic Highway Advisory Committee (SHAC) members.	December 2014
1.3	Develop consistent and effective communication among all levels of the FSHP.	January 2014
1.4	Determine new roles and responsibilities for the SHAC, including feasibility of additional members.	December 2014
1.5	Identify and establish partnerships with appropriate agencies, nonprofits, and private organizations for training, promotion, and funding.	Ongoing
1.6	Develop tools to effectively measure the benefits and economic impact of FSHP designation.	Various

**Note:** The following Objectives will require additional funding which has not been approved by FDOT: 1.2, 1.6.

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# Florida Scenic Highways Program



## Action Plan

### 2.0 Provide the Program Operations necessary in order to achieve the mission of the FSHP.

2.1	Provide technical assistance to the byway community on an as-needed basis.	Ongoing
2.2	Conduct regular assessment of day-to-day operations to determine if support levels are appropriate at the state and District levels.	Biannual
2.3	Insure byways receive a consistent level of service across FDOT Districts	Ongoing
2.4	Fully engage all District Scenic Highway Coordinators.	Ongoing
2.5	Document FSHP progress and accomplishments to the byway community, FDOT, and program partners.	Annually
2.6	Implement appropriate training programs for CME Leaders, DSHCs, and SHAC members.	Ongoing
2.7	Implement appropriate communication strategies for CME Leaders, DSHCs, and SHAC members	Ongoing
2.8	Nurture and expand partnerships to take full advantage of existing resources.	Ongoing

**Note:** The following Objectives will require additional funding which has not been approved by FDOT: 2.6.

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## Florida Scenic Highways Program



### Action Plan

#### 3.0 Promote Florida Scenic Highways as a unique travel experience.

3.1	Develop and implement a marketing plan to determine the appropriate strategies for promotion of Scenic Highways and also appropriate role for FDOT in promotion.	December 2014
3.2	Encourage CMEs and program partners to incorporate Scenic Highways into existing publications.	Ongoing
3.3	Position the FSHP to take full advantage of existing public and private resources at the state level by targeting groups working toward similar goals.	Ongoing
3.4	Evaluate FSHP rebranding to eliminate the use of "scenic".	December 2014

**Note:** The following Objectives will require additional funding which has not been approved by FDOT:  
3.1, 3.4.

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## Florida Scenic Highways Program



### Role of FSHP



Address challenges through:

- Policy Revisions
- Training

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### Eligibility/Designation Phase:



Can the Universal Criteria be revised to help address long-term challenges?

Consider from two perspectives:

- Quality of the Collection
- CME Sustainability

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### Implementation Phase:



#### CME Sustainability

##### **3.13 Corridor Management Entity**

...the CME should be comprised of the individual, organization and/or government agency representative whose expertise or services are appropriately matched to the strategies of the Corridor Management Plan.

##### **3.12.1 How to...Organize the Corridor Management Entity (CME)**

...the CAG should enlist a diverse Corridor Management Entity membership familiar with the designation effort and willing to devote time and resources toward achieving the Corridor Vision. A CME should be a partnership of elected officials, private citizens, business representatives, and technical advisors.

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### Implementation Phase:



#### **CME Sustainability**

- What's working?
- What's not working?
- Are there other options?
- Can revisions to policy impact CMEs?

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### Implementation Phase:



#### **Corridor Management Planning**

- Are critical elements missing from traditional CMPs?
- How can we make CMPs more meaningful?
- How can policy be revised to help address long-term challenges?

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### Rebranding:

#### Florida Scenic Highway vs Florida Byway



Consider from two perspectives:

- Visitor experience
- CME

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### Next Steps...



- Prepare and distribute summary of today's meeting by May 16, 2014
- Publish FSHP Manual revision schedule by early June 2014

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Thank you for your participation



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## **Appendix D: Universal Criteria** (from FSHP Manual 2009)

### **Florida Scenic Highways Program Manual (2009)** **5.2 UNIVERSAL CRITERIA**

The majority of information and events we experience are perceived visually. Because emotional responses and interpretations are associated with our visual environment, the Florida Scenic Highways Program will focus on the visual experience of roadway travelers.

The following ten criteria are considered basic elements of a Florida Scenic Highway. These elements either relate directly to the corridor and its resources or to the actions or plans necessary to ensure implementation and continued success. Some of these criteria may require “reasonable judgments” for compliance, but in all cases the criteria must be met to achieve corridor designation. All the criteria listed below are followed by appropriate explanations.

1. Resource(s) must be visible or accessible from the roadway.
2. The corridor must “tell a story” that relates to its intrinsic resource(s).
3. The roadway must be a public road that safely accommodates two-wheel drive motor vehicles.
4. The corridor must exhibit significant, exceptional and distinctive features of the region it traverses.
5. The roadway generally should be more than one mile in length and, if appropriate, provide access to the resource(s).
6. A majority of the corridor must exhibit scenic or heritage qualifying resource(s). These resources must be as continuous as possible throughout the corridor.
7. A Corridor Advocacy Group (CAG) must be organized to support the scenic highway designation.
8. A Community Participation Program must be developed and implemented.
9. Strong local support must be demonstrated.
10. A Corridor Management Plan (CMP) must be developed with the endorsement of local government(s) and a Corridor Management Entity (CME) created.



For more information or to learn how you can become involved please visit:  
**[www.floridascenichighways.com](http://www.floridascenichighways.com)**

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