



2006 FLORIDA SCENIC HIGHWAYS PROGRAM STATEWIDE CONFERENCE AGENDA

MAY 11th and 12th, 2006
HOLIDAY INN OCEANFRONT
COCOA BEACH, FLORIDA

DAY ONE – THURSDAY, MAY 11th

11:30 AM – 12:30 PM	REGISTRATION
12:30 PM – 1:00 PM	OPENING SESSION Moderator: Mariano Berrios, Florida Scenic Highways Program State Coordinator Speakers: Carolyn Ismart, Manager, Environmental Management Office, Florida Department of Transportation
1:00 PM – 1:40 PM	SUCCESS IN DEALING WITH MULTIPLE STAKEHOLDERS Moderator: Lynne Marie Whately, Carter & Burgess, Inc. Speakers: Diane Delaney, Co-Director, Applied Sustainability Enterprises Bonnie Holub, Director, Wakulla County Tourist Development Council Laura Haddock, FDOT, District 3 Scenic Highways Coordinator Oxo Slayer, Kimley-Horn and Associates Pam Portwood, Director, Wakulla County Grants & Special Projects Don Lesh, Applied Sustainability Enterprises
1:45 PM – 2:15 PM	VISIT FLORIDA PARTNERSHIPS Moderator: Andy Nicol, Carter & Burgess, Inc. Speaker: Meredith DaSilva, Partner Development Manager, VISIT FLORIDA
2:20 PM – 2:50 PM	INTRODUCTION TO SCENIC CORRIDOR SIGNAGE Moderator: Mariano Berrios, Florida Scenic Highways Program State Coordinator Speaker: Arlene Kern, Highway Signing Program Manager, FDOT
2:55 PM – 3:15 PM	BREAK (20 Minutes)
3:15 PM – 3:45 PM	MANAGING CONFLICT ALONG YOUR SCENIC HIGHWAY Moderator: Andy Nicol, Carter & Burgess, Inc. Speaker: Janet Seitlin, District 6 Scenic Highways Coordinator, FDOT
3:50 PM – 4:20 PM	NATIONAL SCENIC BYWAYS GRANTS Moderator: Lynne Marie Whately, Carter & Burgess, Inc. Speaker: Matthew Schulman, Program Specialist, National Scenic Byways Program
4:25 PM – 4:55 PM	BUILDING A SUSTAINABLE BYWAY Moderator: Mariano Berrios, Florida Scenic Highways Program State Coordinator Speaker: Henry Hanka, Special Projects Manager, America's Byways Resource Center

4:55 PM – 5:10 PM	REFLECTIONS ON DAY ONE Speaker: Mariano Berrios, Florida Scenic Highways Program State Coordinator
5:45 PM – 6:00 PM	SHUTTLE BUS LOADING AT HOTEL
7:00 PM – 8:00 PM	EVENING RECEPTION AT THE INDIAN RIVER LAGOON HOUSE
8:00 PM – 8:15 PM	SHUTTLE BUS LOADING AT THE INDIAN RIVER LAGOON HOUSE

DAY TWO – FRIDAY, MAY 12th

7:00 AM – 8:00 AM	BREAKFAST BUFFET
8:00 AM – 8:05 AM	WELCOME BACK Speaker: Mariano Berrios, Florida Scenic Highways Program State Coordinator
8:05 AM – 8:35 AM	HIGHWAY BEAUTIFICATION GRANTS Moderator: Lynne Marie Whately, Carter & Burgess, Inc. Speaker: Jeff Caster, State Transportation Landscape Architect, FDOT
8:40 AM – 9:30 AM	MEET THE SCENIC HIGHWAYS ADVISORY COMMITTEE (SHAC) Moderators: Mariano Berrios, Florida Scenic Highways Program State Coordinator Lynne Marie Whately, Carter & Burgess, Inc. Andy Nicol, Carter & Burgess, Inc. Speakers: Shawn Hartzer, Florida Division of Forestry Kerri Post, VISIT FLORIDA Diane Quigley, Department of Community Affairs Brian Telfair, Federal Highway Administration
9:35 AM – 10:05 AM	ESTABLISHING A DONOR PACKAGE Moderator: Andy Nicol, Carter & Burgess, Inc. Speaker: Wanda Maloney, Corridor Impressions Frances Kidd, Fundraising Consultant
10:05 AM – 10:25 AM	BREAK (20 Minutes)
10:25 AM – 10:55 AM	CREATING A POWERFUL SCENIC HIGHWAY COALITION Moderator: Garry Balogh, FDOT, District 5 Scenic Highways Coordinator Speaker: Jim Egan, Executive Director, Marine Resources Council of East Florida
11:00 AM – 12:15 PM	SETTING FLORIDA SCENIC HIGHWAY PROGRAM GOALS Moderator: Mariano Berrios, Florida Scenic Highways Program State Coordinator Lynne Marie Whately, Carter & Burgess, Inc. Andy Nicol, Carter & Burgess, Inc.
12:15 PM – 12:30 PM	CLOSING REMARKS Speaker: Mariano Berrios, Florida Scenic Highways Program State Coordinator
1:15 PM – 4:30 PM	SCENIC BOAT TOUR (Special Event Registration Required-Information and Directions can be found in your Welcome Bag)



Big Bend Scenic Byway

Success in Dealing
with Multiple Stakeholders



5 Lessons
from the
Big Bend Scenic Byway

Big Bend Scenic Byway

Overview

- Long corridor - 220 miles
- Three counties
- Rural undeveloped
- Small government budgets and staff
- 75% Public ownership-federal, state, county, city



Big Bend Scenic Byway

1. Conduct a Program Needs Assessment

- Understand FDOT program
- Identify stakeholder capacity
- Evaluate strengths and weaknesses
- Fill in the gaps



1

2. Maximize Opportunities

- Get the most out of presentations & activities
- Broaden participation by dividing into teams
- Opportunities to engage the public
- Generate publicity



3. Create Ownership

- Build partnerships for broad ownership
- Build support to integrate visions and plans
- Keep all endusers involved



4. Promote Uniqueness

- What makes your corridor special
- Bring in the experts early to create a council
- Evaluate greater impacts, such as public education
- Create a product to get your message out



Big Bend Scenic Byway



Fire Forests of the Big Bend Scenic Byway

Big Bend Scenic Byway

5. Be Visual

- Increase the utility of material
- Make it attractive
- Make it readable
- Build a photo library



Big Bend Scenic Byway

5 Lessons from the Big Bend Scenic Byway

1. Conduct a Program Needs Assessment
2. Maximize Opportunities
3. Create Ownership
4. Promote Uniqueness
5. Be Visual





Making the Most of Your VISIT FLORIDA Partnership

Meredith DaSilva
Partner Development Manager
VISIT FLORIDA



Presentation Overview

- Who is VISIT FLORIDA?
- Benefits of the Partner Program
- Activating Your Partnership



Our Mission

VISIT FLORIDA markets and facilitates
travel to and within Florida for the benefit
of its residents, economy, and the travel
and tourism industry.



VISITFLORIDA.com

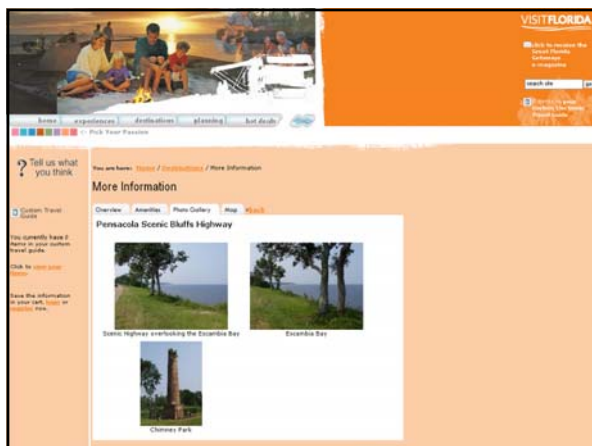
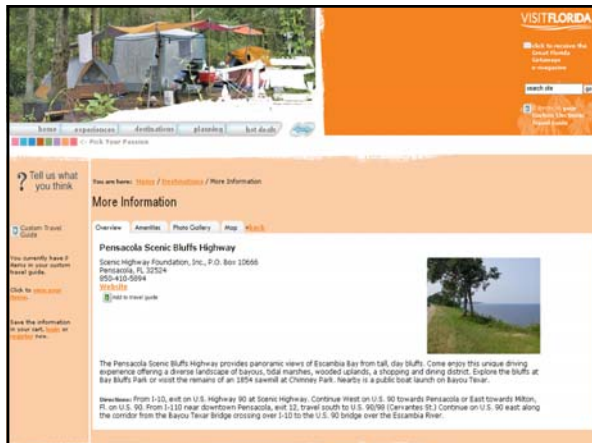


- The State's Official Travel Planning Web Site
- Leading vacation research tool
- 10 million unique visitors each year
- Approximately 34,000 visitors daily



Benefits on VISITFLORIDA.com

- Partners receive a business listing and description
- Hyperlink to Partner's web site
- Photo Gallery
- Opportunity to post events



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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 more than 2,200 national media.
Watch Editorial Leads for requests for Partner information



Editorial Leads

NATURE-BASED AND CULTURAL TOURISM IN NORTH FLORIDA: DEADLINE APRIL 4
Sandra Friend (sfriendfla@aol.com) is updating the second edition of the Explorer's Guide series covering North Florida and needs leads for nature-based and cultural heritage tourism in the Jacksonville and Western Panhandle (Central Time Zone) areas. Especially appreciated are historic hotels and inns, B&Bs, "Old Florida" restaurants, artisan enclaves, and info on unique festivals. E-mail preferred but media kits can be mailed to PO Box 424, Micapony, FL 32667.

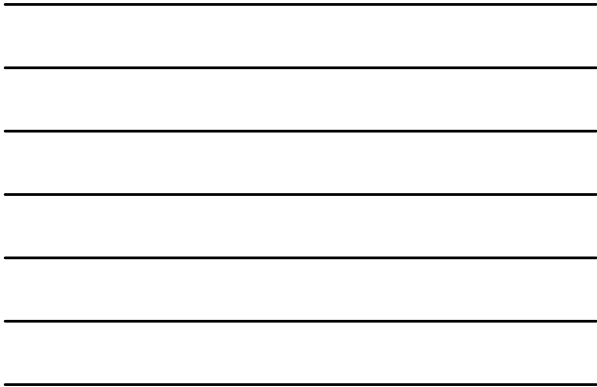
INSIDE TRAVEL NEWS NEEDED FOR CONSUMERAFFAIRS.COM: ON-GOING
Dan Schlossberg seeks substantive news and information about hotels, destinations, airlines, cruise lines, tours, resorts, and attractions for a weekly ConsumerAffairs.com article and as contributing editor of Travel with Kal, a radio program heard by 500,000+ Connecticut listeners weekday mornings. Please send your information to dan@natja.org. (Revised, with permission, from Travel Publicity Leads. Free issues at www.travelpublicityleads.com/free.)



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.





Official Florida Welcome Centers

- More than 3 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

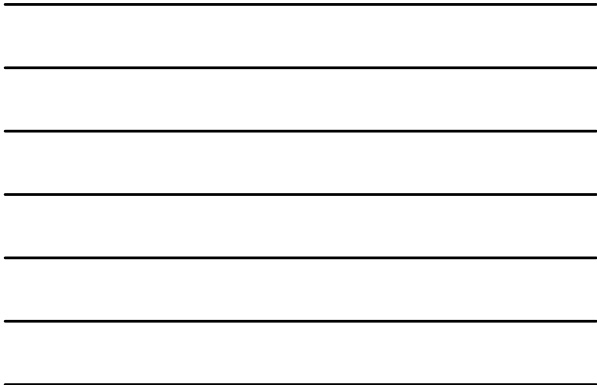
Partnering with New Product Development



- *Worth the Drive* publication sponsorship
- VISIT FLORIDA Calendar sponsorship

VISITFLORIDA.org

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



Stay Informed with Partner Communications

- News to Use
- Priority Pack
- Partner Handbook
- Log-In & Learn Conference Calls
- VISITFLORIDA.org



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



- Monthly Publication
- Highlights special announcements
- VISIT FLORIDA registration forms
- Details on available Partner discounts

Partner Handbook

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



- Benefits Checklist
- Department Information
- Program Descriptions
- Program Contact Information

Make Your Checklist

- Use Log-In ID & Password to access important information on **VISITFLORIDA.org**
- Read Partner Handbook and *News to Use*
- Fill out Publication/Web Site forms and update 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**
jmorrison@VISITFLORIDA.org
- **Renée Gross, Partner Services Administrator**
rgross@VISITFLORIDA.org
- **Mike Schimpf, Partner Database Administrator**
mschimpf@VISITFLORIDA.org
- **Kathleen Demperio, Executive Assistant**
kdemperio@VISITFLORIDA.org



Introduction to Scenic Corridor Signage

Arlene Kern
Florida Highway Sign Program Manager
May 2006



Understanding Your FDOT


- Providing and maintaining a safe transportation system
- Building necessary roadway and bridge projects, including road widening
- Performing maintenance obligations
- Adhering to Standard Specifications for roadway design, traffic operations, signing, striping, signalization, and construction activities



Statewide Sign Uniformity and Consistency

- National Sign Criteria: MUTCD
- Signs specific to FL: Traffic Engineering Manual, or Design Standards
- Guide Sign Eligibility Criteria: FAC 14-51
- Standard Sign New Word Message: must be approved by State Traffic Operations Engineer
- Standard Sign new symbol, new font, new color: must be approved by FHWA
- Establish Statewide Signing Team






Scenic Highway Signing Programs

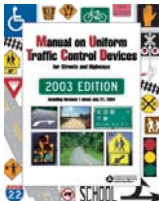
Good Reasons for UNIFORMITY

- Your "Kindred Spirits"
- Don't have to keep re-inventing the wheel.
- Create a sense of continuity while preserving uniqueness.
- Feature recognition with consistency
- Save a lot of committee time, energy, grant and match money in design of structures, panels, etc. (Particularly good for the less fortunate among you)
- Design by committee is fun!
- Historic, recreational, cultural feature by uniform color coding
- Uniform mile-marker signing that meets intent of emergency services as well as guide.



State Highway System Traffic Control Devices

- Traffic Control Devices
- Standardization
 - Less confusing to motorists
 - Required by statute
- Sign Standards are found in:
 - Manual Uniform Traffic Control Devices
 - Standard Highway Sign Manual
 - Traffic Engineering Manual
 - Design Standards



Early Stop & Yield Signs














Why Sign Uniformity?

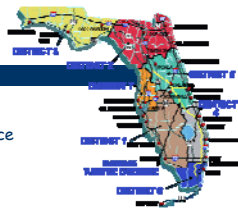
To be effective, a sign should meet five basic requirements:

- Fulfill a need
- Command attention
- Convey a clear, simple meaning
- Command respect from road users
- Give adequate time for proper response



NO!

Statewide Signing Team






Signing experts from:

- District Traffic Operations Office
- Elder Road User Program
- State Traffic Operations Office
- Office of Roadway Design
- State Maintenance Office
- State Sign Shop
- Invitees

The Signing Team meets bi-annually to discuss signing issues that have statewide impact

Maximize the Ability of a Highway Sign

- Design
- Placement
- Operation
- Maintenance
- Uniformity

GUIDE SIGNS FAC RULE CHAPTER 14-51

PART I GENERAL

- 14-51.010 Purpose
- 14-51.011 Definitions
- 14-51.012 Trailblazing Signs
- 14-51.013 Sign Evaluation Process
- 14-51.014 General Criteria

PART II GUIDE SIGNS ON LIMITED ACCESS FACILITIES

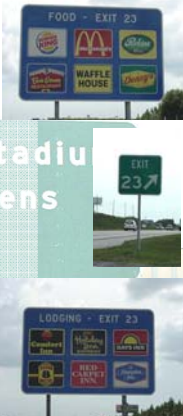
- 14-51.020 Supplemental Guide Signs
- 14-51.021 General Service Signs

PART III GUIDE SIGNS ON NON-LIMITED ACCESS FACILITIES

- 14-51.030 Supplemental Guide Signs
- 14-51.031 General Service Signs

PART IV PLACE NAME SIGNS

- 14-51.040 Exclusions
- 14-51.041 Criteria for Unincorporated Areas
- 14-51.042 Sign Characteristics
- 14-51.043 Customized Place Name Signs



Signing Information

- Manual of Uniform Traffic Control Devices
- 2006 Design Standards
- Traffic Operations Website
<http://www.dot.state.fl.us/trafficoperations/>
- Traffic Engineering Manual
- FLORIDA SCENIC HIGHWAY SIGN PROGRAM - Section 2.34
 - FAC 14-51 Parts I-IV
 - Part V - Wayfinding (effective May 8, 2006)



FAC 14-51 GUIDE SIGNS Part V - WAYFINDING



"Wayfinding Signs" are directional signs that guide the traveling public to key:

- Civic
- Cultural
- Visitor
- Recreational destinations within a specific region



Tourist Oriented Directional Signing

TOURIST ACTIVITIES	
← 1	STEWARDS JET BOATS
← 3	DICK & HARRY'S TROUT FARM
MYRTLEWOOD GIFT SHOP	→ 1
GREENFOREST ORCHARD	→ 3

FAC 14-41-Part V


- The planning, installation, and maintenance of WAYFINDING signs are the responsibility of local government.
- Communities eligible for Wayfinding signs shall be on the Official Florida Transportation Map. Unincorporated areas not appearing on the Official Florida Transportation Map are eligible upon written request of the city or county.

The map shows the state of Florida with major roads and highways highlighted. A small inset photo shows a person in an orange safety vest installing a sign on a post.

FAC 15-51-Part V

Effective May 8, 2006

- FDOT Request for experiment
- Master Signing Plan with published and approved eligibility criteria and maintenance agreement (Already established partnering between CORRIDOR ADVOCACY GROUPS AND LOCAL GOVERNMENT)
- Three destinations
- Highway gothic fonts or equivalents
- The minimum size of guide sign legend is 6"; for low speed (25 mph) local streets, a minimum size of 4" may be used.
- Must meet or exceed department criteria for wind load, etc.

 **2005 Experimentation/Interpretation Letters**
U.S. Department of Transportation
Federal Highway Administration
400 North 34th St., 9th Fl.
Washington, DC 20002


DEC 15 2005

Ms. Arlene Kern
Highway Signing Program Manager
Florida Department of Transportation
Haydon Burns Building
605 Suwannee Street
Tallahassee, FL 32399-0450

Dear Ms. Kern:

Thank you for your November 28 email requesting approval to use the Rawlinson Roadway National Park Service (NPS) Font for way-finding guide signs on Federal highways. The Rawlinson Roadway NPS font for guide signs is being used by the NPS under an approved experimentation. It is intended only for use for roads within any park and/or recreation facility. This font is not to be used for way-finding guide signs along Federal highways.

<http://www.atssa.com/galleries/default-file/12-15a-05.pdf>



Rawlinson Font

ABCDEFGHJKLMN
abcdefghijklmnop
1234567890



Changing the MUTCD

Idea/text for change

Experimental results

NCUTCD develops language

FHWA develops language

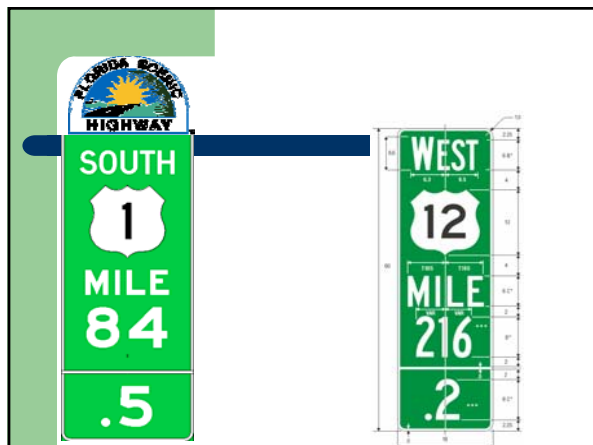
All changes processed through Federal Register

NPA - Notice of proposed amendments

Typical 90 day comment period

FR - Final rule

Effective 30 days after final rule



Contact Information

Arlene Kern

Highway Signing Program Manager
State Traffic Operations Office
605 Suwannee Street, M.S. 36
Tallahassee, Florida 32399-0450
(850) 414-5418/ SunCom 994-5418

Arlene.Kern@dot.state.fl.us



Managing Conflict along your Scenic Highway



What is the Scenic Highways Program?

- The Scenic Highways program was created under Florida Statute 335.093 as a means to "preserve, maintain, and protect a part of Florida's cultural, historical, and scenic routes for vehicular, bicycle and pedestrian travel." The statute authorizes the Department to "adopt appropriate criteria for the designation of scenic highway and may specify appropriate planning and design standards including corridor management for the intrinsic resources along corridors noted for their distinct natural beauty, history, culture, archaeology, and/or recreational offerings.

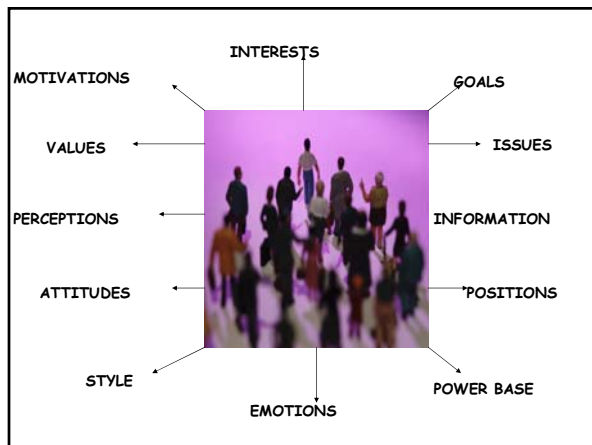
What is Conflict?

- Disharmony between incompatible or antithetical persons, ideas or interests
- A struggle between mutually exclusive impulses or desires
- When *they* don't want to do it your way



What are interests?

- The things that we hold dear
- The underlying principles which influence all of our decisions, such as safety, security, privacy, physics
- The things which, if ignored or minimized, can come back to haunt you again and again and again until you finally do something about them



How do we Reconcile Our Differences?






Know the Law

Chapter 29 of the Project Development and Environmental (PD&E) Manual emphasizes that the Scenic Highway designation:

- Carries with it a level of distinction and certain expectations of an 'experience' for the traveling public.
- Special care should be given when proposing and implementing improvements on designated scenic highways.
- The commitments made by FDOT and other agencies, groups, businesses, and local governments to the preservation, maintenance, protection and enhancement of the corridor, need to be fully considered in the evaluation of impacts and alternatives.



- "Highways are built first and foremost for functional purposes, but the designer should be sensitive to how the highway will be perceived by the users." (Chap. 1.7.2 Plans Preparation Manual)

"Designing aesthetic treatments is more than just providing for landscape plantings"



"The roadway should blend into the landscape..."





- “Ideally, such vistas should be on the outside of horizontal curves,”

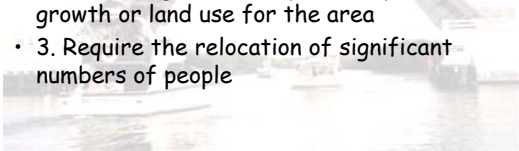


- “. without excessive roadside appurtenances and signs to clutter the view...”



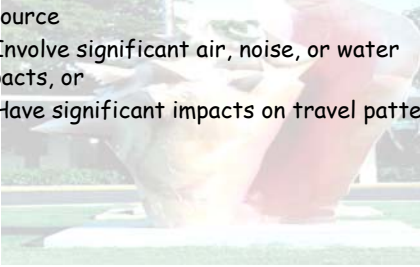
Elements of Type 2 Categorical Exclusion

- 23 CFR 771
- It must be sufficiently evident that the proposed improvement will not:
 1. Involve significant environmental impacts
 2. Induce significant impacts to planned growth or land use for the area
 3. Require the relocation of significant numbers of people



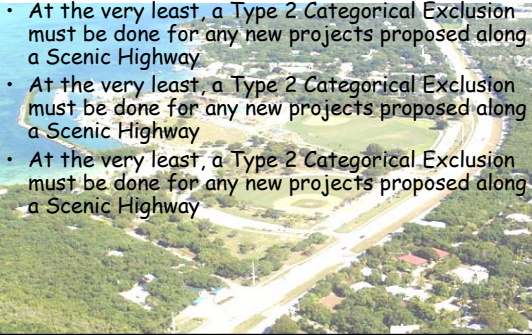
Elements of Type 2 Categorical Exclusion

- 4. Have a significant impact on any natural, cultural, recreational, historic or other resource
- 5. Involve significant air, noise, or water impacts, or
- 6. Have significant impacts on travel patterns



Always Remember:

- At the very least, a Type 2 Categorical Exclusion must be done for any new projects proposed along a Scenic Highway
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Remember, as Well

Know the Law that applies to the
Proposed Changes

Know the Players



FDOT



- Responsible for maintenance and improvement of all State Roads
- Funding source
- Responsible to FHWA
- Responsible to public
- Obligation to work collaboratively with stakeholders and affected parties

Residents



- Want to maintain or raise the value of their property
- Want safe crossings for their children
- Want their privacy
- Don't want to spend one more #\$\$%^ & dime on another road project!
- Want someone to talk to them and *listen* to them *before* the project is set in stone

Developers



- Prepare a site for residential or commercial use
- Want to attract customers
- Like big buildings
- Like to make money
- Will support *almost* anything that benefits their bottom line

Politicians

Are responsible to their constituents

- Make decisions for the community
- Create new laws
- Don't always know what's going on
- Need to, because of one and two above



Know the Facts

- Educate yourself: what is important for the other people or groups involved?
- Educate others: what is important for you and your group?
- Why is it important?
- How does it fit in with the goals of the overall project?
- Where do the conflicts exist?
- What alternatives do you have?

Create a Game Plan

- Who : is involved or should be involved? Who are your allies? Who are the allies of your counterpart?
- What: is the plan? What guidelines, laws, policies, rules govern? What have you got in common?
- Where: is it going to be?
- When: are the critical dates?
- Why: is it being done?
- How: will it be manifested?
- How much will it cost?:



Be Patient

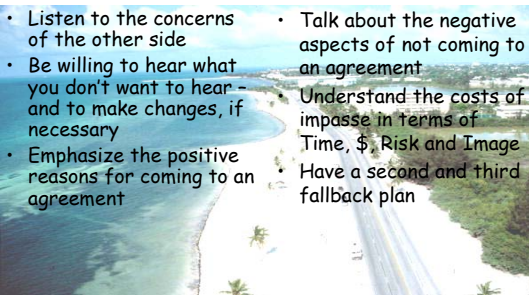
One thing at a time
Listen

To their whole thought
Don't assume you know their answer
Keep your cool

They can't hear you if they are
distracted by your temper tantrums

Breaking Impasse

- Listen to the concerns of the other side
- Be willing to hear what you don't want to hear - and to make changes, if necessary
- Emphasize the positive reasons for coming to an agreement
- Talk about the negative aspects of not coming to an agreement
- Understand the costs of impasse in terms of Time, \$, Risk and Image
- Have a second and third fallback plan



The Patience of Buddha



- Be willing to give up something of value in order to gain something of greater value
- Get help when you need it
- Do everything you can, then, let it go

Team work



- Scenic Highway CME
- Governmental entities
- FDOT
- Agencies (DEP, Public Works, etc.)
- Business people
- Residents
- Artists
- Environmentalists
- Chambers of Commerce
- Neighborhood Associations
- The Press
- Anybody else you can think of who should be involved



1. Actively participate in meetings of the local MPO committees or groups pertinent to your issues
2. Make consensus-building presentations to other agencies, businesses and community groups
3. Regularly communicate with elected officials and management to secure commitments of cooperation, funding and overall support
4. Work to develop partnerships with the private sector where appropriate

Tourist Rest Area



- 5. Ensure that the project development process is consistent with the regional architecture and that projects or enhancements are assessed and compared in a consistent equitable manner

- 6. Promote continuing communication among participating agencies and private sector partners
- 7. Maintain credibility with elected officials and the public by keeping a "customer orientation" with the delivery of projects along the scenic highway



- 8. Keep a "problem-solution" emphasis
- 9. Realize that you must work in coordination with other problem-solving approaches, not in competition with them



If you do Everything I tell you,



Then you will be



On the Road to Paradise



For Further Words of Wisdom:

Janet Seitlin
Multimodal Projects Administrator
District 6 Scenic Highways Coordinator

(305) 470-5826
1000 NW 111 Avenue, Suite 6112
Miami, Florida 33173



WWW.BYWAYSONLINE.ORG

GRANTS – 2006 FLORIDA SCENIC HIGHWAYS STATE CONFERENCE

MATTHEW LEFFLER SCHULMAN
PROGRAM SPECIALIST/E-MARKETING
MANAGER
NATIONAL SCENIC BYWAYS PROGRAM





U.S. Department of Transportation
Federal Highway Administration May 2006

WWW.BYWAYSONLINE.ORG

ELIGIBLE ACTIVITIES

- Development of State scenic byway programs
- Development and implementation of a corridor management plan
- Marketing
- Construction of bike/pedestrian paths, overlooks, and interpretive facilities
- Develop tourist and interpretive information
- Recreational access improvements
- Resources protection
- Safety improvements





U.S. Department of Transportation
Federal Highway Administration May 2006

WWW.BYWAYSONLINE.ORG

AUTHORIZATION

Fiscal Year	Authorization
2005	\$26.5 M
2006	\$30.0 M
2007	\$35.0 M
2008	\$40.0 M
2009	\$43.5 M

U.S. Department of Transportation
Federal Highway Administration May 2006

WWW.BYWAYSONLINE.ORG

FUNDING

FY 2005 Funding:

- 44 States submitted 344 projects requesting a total of \$64.2 million.
- \$22.5 million provided to 207 projects in 42 States.

FY 2006 Funding:

- 45 States submitted 418 projects requesting a total of \$53.3 million.
- About \$25 million will be available – after obligation limitation and rescission deductions.

U.S. Department of Transportation
Federal Highway Administration | May 2006




WWW.BYWAYSONLINE.ORG

SELECTION CRITERIA

The following statutory criteria are found in 23 USC 162:

- Projects on routes designated as either an All-American Road or a National Scenic Byway.
- Projects that would make routes eligible for designation as either an AAR or a NSB.
- Projects associated with developing State or Indian tribe scenic byway programs.

U.S. Department of Transportation
Federal Highway Administration | May 2006




WWW.BYWAYSONLINE.ORG

EVALUATION

The following criteria also are considered in the evaluation of candidate for this program:

- State & byway priorities
- Project benefits
- Timely expenditure of previously awarded scenic byway funds
- Leveraging of private or other public funding.


U.S. Department of Transportation
Federal Highway Administration | May 2006




WWW.BYWAYSONLINE.ORG

GRANT PROGRAM PRINCIPLES

- How will your byway travelers benefit from the proposed project?
- What part of your byway's story will the proposed project help tell or enhance?
- How will the proposed project help strengthen your byway organization?



Prescott Visitor Center on the Great River Rd. in WI



U.S. Department of Transportation
Federal Highway Administration May 2006

WWW.BYWAYSONLINE.ORG

GRANT PROGRAM PRINCIPLES

To what extent does the proposed project reflect:

- Multi-year priorities
- Coordinated efforts
- Alternative sources of funding
- Objectives from your corridor management plan





U.S. Department of Transportation
Federal Highway Administration May 2006

WWW.BYWAYSONLINE.ORG

QUESTIONS TO ASK YOURSELF

- What is the project?
- Categories?
- Community?
- Who benefits?
- Management?
- Matching funds?
- Benefits?



U.S. Department of Transportation
Federal Highway Administration May 2006

WWW.BYWAYSONLINE.ORG

RECREATIONAL TRAILS PROGRAM

- Maintenance and restoration of existing recreational trails;
- Development and rehabilitation of trail side and trail head facilities and trail linkages;
- Purchase and lease of recreational trail construction and maintenance equipment;
- Acquisition of easements or property for recreational trails or recreational trail corridors;
- State administrative costs related to program administration; and
- Operation of educational programs to promote safety and environmental protection as those objective related to the use of recreational trails.

U.S. Department of Transportation
Federal Highway Administration

May 2006



WWW.BYWAYSONLINE.ORG

TRANSPORTATION ENHANCEMENT PROGRAM

- Facilities for pedestrians and bicycles;
- Safety and educational activities for pedestrians and bicyclists;
- Acquisition of scenic easements and scenic or historic sites;
- Scenic or historic highway programs;
- Landscaping and other scenic beautification;
- Historic preservation;
- Rehabilitation and operation of historic transportation buildings, structures, or facilities;
- Preservation of abandoned railway corridors
- Control and removal of outdoor advertising;
- Archaeological planning and research;
- Environmental mitigation to address water pollution due to highway runoff; and
- Establishment of transportation museums.

U.S. Department of Transportation
Federal Highway Administration

May 2006



WWW.BYWAYSONLINE.ORG

WHO TO CONTACT


Mariano Berrios
State Coordinator
850-414-5250

Brian Telfair
FHWA Division Office
850-942-9650 ext. 3060

Matthew Leffler Schulman
FHWA Staff
202-366-1929

U.S. Department of Transportation
Federal Highway Administration


May 2006




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GRANTS.GOV

- Will work with our current system
- New forms
- Seamless
- Detailed instructions
- Examples

 U.S. Department of Transportation
Federal Highway Administration

May 2006

 NATIONAL SCIENCE
FOUNDATION
NSBP
BYWAY PROGRAM

A LOOK INTO THE FUTURE:

Succession Planning for your Byway organization.

**2006 Florida Scenic
Highway
State Conference
May 11, 2006**



Introductions:

**FLORIDA CONTACT
FOR THE RESOURCE
CENTER:**

Henry Hanka

America's Byways
Resource Center

218-625-3306

hhanka@byways.org

Curt Pianalto

America's Byways
Resource Center

218-625-3304

cpianalto@byways.org

Curt would have been here, but:



He's walking down the aisle, as we speak!

My Objectives today are to:

- Expose you to the concept of succession planning and it's importance to the sustainability of your organization.
- Get you to understand the key components of succession plans.
- To provide references and sources where you can get further information on the topic.

My Objectives (continued):

- Realistically, on succession planning, this afternoon we can only answer the:

WHAT and WHY

But, we really *can't* get into the

HOW

A Quote:

Boards of Directors must incorporate leadership transition into strategic planning. Organizations should plan for succession as carefully as they plan for the next season or upcoming capital campaign.

-- Illinois Arts Alliance Foundation:
Planning for Succession

So, WHAT is succession planning:

A Definition:

'A tool to help organizations be prepared for planned or unplanned absences of the director, clarifying authority, and decision-making; thereby maintaining accountability and stability.'

--Transition Leader at www.transitionguides.com

So, WHY is succession planning important?

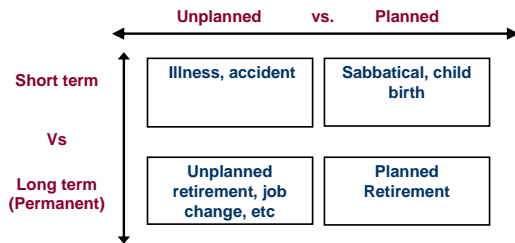
Impending non-profit crisis?

- Baby Boomers started non-profits, 7 in 10 nonprofits are led by Baby boomers.....
- And Baby Boomers are turning 60 --Non profit Times
- 2/3 of executive directors of non-profits plan to leave by 2009 – *Annie E. Casey Foundation*
- Over half of non-profits have no succession plan
 - In KC, 86% do not have these plans – *Annie E. Casey Foundation*

The only thing that is certain.....

At some point, your non-profit organization will have to deal with leadership turnover.

Four Executive Departure Scenarios



Source: www.transitionguides.com

Executive Departure Scenarios in which succession policy is an afterthought:



A Succession Plan and Policy.....

Enables your organization to enact a step-by-step approach to systematically deal with each of those four types of leadership turnover.

In essence a succession plan...

Will make your organization sustainable!

Another Plan, you ask?

A succession plan can be as complex or simple as you desire, but a succession plan really only has **two** key elements:

- 1. Written Policy Statement**
- 2. Emergency Succession Plan**

Succession Plans:
Should Include Policy and Procedures:

POLICY:

- Statement of commitment to prepare for inevitable leadership change, both planned and unplanned.
- Statement of commitment to assess leadership needs before searching for replacements.

• Source: www.transitionguides.com/eds/succession.htm

Succession Plans: Should Include Policy and Procedures:

PROCEDURES to determine:

- Time frames for interim appointments
- Time frames for appointing a transition committee
- Roles of the transition committee
- If outside help is needed
- Time frame for recruitment and selection process

• Source: www.transitionguides.com/eds/succession.htm

Succession Policy:

However, it's really about
commitment
And
responsibility
as board and staff members to ensure that
your organization endures over the
long-haul.

HOW? Sources for more information:

See your handouts with more details and web addresses

- **Transition Leader:**
 - An free e-newsletter focusing on non-profit executive succession and transition.
- **Planning for Succession:**
 - A Toolkit for Board Members and Staff of Nonprofit Arts Organizations by the Illinois Arts Alliance Foundation
- **Free Management Library online**
- **CONTACT THE RESOURCE CENTER!**

In summary.....

- See your handouts for more info and sample checklists
- Contact the Resource Center.....
 - For one-on-one assistance
 - For more checklists
 - For help with other topics, such as Board Member Recruitment

CONTACT INFORMATION:

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Resource Center
218-625-3306
hhanka@byways.org

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\$500 million for Beautification Programs
What can be accomplished?

- 1.5% for Conservation and Beautification
- Florida Highway Beautification Council grants
- Wildflower grants

2

Constitution of the State of Florida,
Article II, Section 7

- Natural resources and scenic beauty...
(a) It shall be the policy of the state to conserve and protect its natural resources and scenic beauty.

3

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Section 334.044 (26) Florida Statutes

- The department shall have the powers and duties to provide for the conservation of natural roadside growth and scenery and for the implementation and maintenance of roadside beautification programs. To accomplish this,....**no less than 1.5% of the amount contracted for construction projects shall be allocated by the department to beautification programs.**



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FDOT Highway Beautification Program

- Since 1998 passage of the Section 334.044 (26) Florida Statutes, FDOT has spent \$150 million.
- Looking forward, \$500 million will be spent on beautification during next 20 years

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1.5% for *conservation* of natural roadside growth and scenery

- Many **think** highway beautification is *not* an important program.
- Many **believe** that every dollar spent on highway beautification, is one less dollar that is available for *more* important programs.
- Conservation of natural resources and scenic beauty is important to *everyone*, whether they acknowledge it or not.

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Florida's Rain Forest










I have a dream

The Nobel Peace Prize 1964



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12,000 miles... 186,121 acres...
20 years... \$500,000,000.00

- The 1.5% is **not** a problem.
- It is an opportunity for the people of the agency to do something great for the citizens and visitors of the Florida.
- Florida has the **most beautiful highways in the nation**; highways that are carefully woven into Florida's landscape; highways that are in harmony with the community, that preserve environmental, scenic, aesthetic, historic, and natural resource values of the area.


Taking the High Road, AASHTO

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What can be accomplished with
12,000 miles, 186,000 acres,
20 years, and \$500,000,000?
Prepared by FDOT Roadside Beautification
Task Team Summer 2004

- Florida can have the **most beautiful highways in the nation**.
- Florida highways can be safe and durable, while being ecologically and economically sustainable.
- Florida can increase the return on its investment in roadside beautification.



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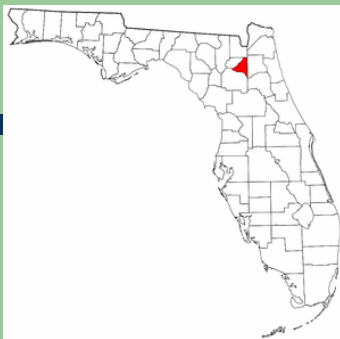
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FDOT Highway Beautification Program

- 12,000 miles of state highway
- 186,121 acres of right of way
 - 34,721,280 acres land area in Florida
 - .536% (one half of one percent) of Florida land area
 - 2000 acres at UF Main Campus, Gainesville
 - 463 acres at FSU Main Campus, Tallahassee
 - 153,600 acres in Union County
 - 168,960 acres in Pinellas County
 - 187,520 acres in Bradford County
 - 429,440 acres in Leon County
 - 564,000 acres in Apalachicola National Forest
 - 389,000 acres in Ocala National Forest

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- Bradford County
- 187,520 acres

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With \$25+ million/year

- Florida can have the most beautiful highways in the nation
- FDOT can
 - make roads safer
 - make roads more pedestrian and bicycle friendly
 - reduce maintenance costs
 - reduce landscape construction costs
 - reduce storm-water runoff
 - increase habitat and habitat connectivity
 - increase sense of place
 - Increase quality and value
 - increase return on investment
 - improve the experience of travel
 - improve relationship with neighbors...*world peace*

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We have work to do

- The future environment will be what **we** make it; by design or by mistake



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FDOT Districts *will* spend millions on highway beautification

- Will it be in your community / along your favorite scenic highway?
- Will it be where beautification is needed most?
- Will it be beautiful?
- Will it be this year? Next year?
- Will it be maintained?
- Who will decide?

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FDOT District Landscape Architects



District One	Willson McBurney 800 284 5182
District Two	Ken Cheek 386 961 7453
District Three	Willson McBurney 800 284 5182
District Four	Elisabeth Hassett 954 777 4219
District Five	Susan Preil 386 736 7275
District Six	Craig James 305 470 5463
District Seven	John Simpson 813 975 6442
Turnpike	Bruce Mantell 954 934 1211

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A short cut to highway beautification funds

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Florida Highway Beautification Council

www.dot.state.fl.us/emo/beauty/beauty

- Created by the 1987 Legislature when it enacted Sections 339.24 and 339.2405, Florida Statutes.
- Grants for highway beautification (landscaping) >\$25 million to date
- Grants up to \$300,000.00
- Simplified application process

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Simplified Application process

- FDOT District Grant Coordinators
- **October 1 deadline**
- Simplified application
- Any local government is eligible applicant
- Conceptual plan
- Grants Award notification on or about January 31

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FDOT District Landscape Architects	
District One	Willson McBurney 800 284 5182
District Two	Dick Bush 386 961 7225
District Three	Faye McBroom 850 638 0250
District Four	Susanne Thompson 954 777 4340
District Five	Christine Webb 386 943 5298
District Six	Craig James 305 470 5463
District Seven	John Simpson 813 975 6442
Turnpike	Bruce Mantell 954 934 1211

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Florida Highway Beautification Council Grants 10 Attributes

1. Aesthetic value and imaginative conceptual design.
2. Level of local support and community involvement.
3. Cost effectiveness.
4. Feasibility of installation and maintenance.
5. Contribution to improvement of environmental conditions, including litter prevention, erosion control, visual screening, and noise abatement..
6. Use of Florida native wildflowers, and diversity of other desirable native, hybrid native, or noninvasive plant species.
7. Emphasis on low maintenance and water conservation.
8. Use of recycled materials such as mulch, reuse water, or solid yard waste compost.
9. Contribution to an area wide or regional beautification plan..
10. Value to the community.

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Wildflowers in Florida

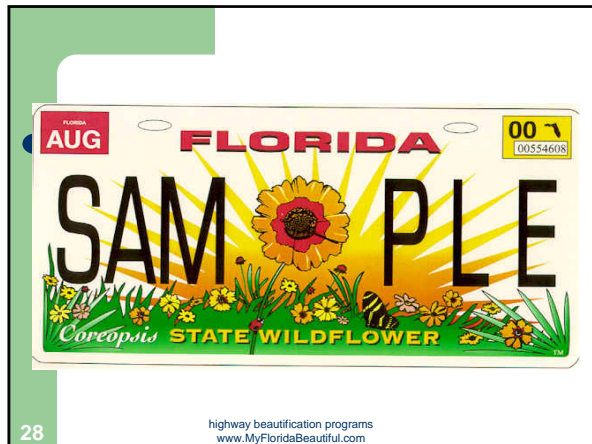
- Coreopsis, Florida's State Wildflower.
- Thirteen Species common to Florida



Coreopsis leavenworthii
Photo by Alan Rasmussen


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Wildflower License Plate

- Section 320.0858(28), Florida Statutes
 - ...fees shall be distributed to the Wildflower Account
 - ...proceeds must be used to establish native Florida Wildflower
 - research programs
 - education programs
 - grant programs to municipal, county, and community based groups in this state

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What is an ecotype?

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, micro-organisms, etc.


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Wildflower License Plate

- \$1 million sales to date
- Ranked 25/100
- \$300 K grants already awarded
- Establishment of Florida Wildflower Foundation
 - Alternative funding sources
 - Alternative programs



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Wildflowers everywhere

- Research grants
- Education grants
- Planting grants
- ELIGIBILITY
 - Educational institutions
 - Public and private non-profit organizations
 - Governments
 - Community based organizations
 - Any association or person(s) in Florida whose project will further the goals of the Florida Wildflower Advisory Council and the Florida Wildflower Foundation, Inc.



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Wildflowers everywhere

GRANT PROGRAM SCHEDULE

- July - Grant Applications must be received no later than July 31 **Early submissions are welcome.**
- August - Review of proposals by Committees
- September– Review and Ranking of Proposals by Council and Foundation Members Followed by Award Notification
- October - Award acceptance Letter and Disbursement of Funds



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The Nobel Peace Prize 1998



“One person can make a difference, everyone should try.”

John Hume,
Peace Maker
Northern Ireland

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Approaching the Major Donor

PRESENTED BY

Wanda Maloney
Frances Kidd

CS Corridor Solutions
A resource for scenic highways

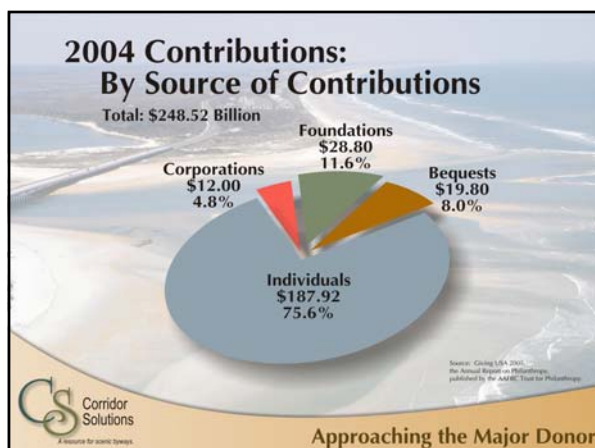
Florida State Scenic Highways
Program Conference

Today we will...

- "Demystify" the major donor
- Describe the components and purpose of a donor package

CS Corridor Solutions
A resource for scenic highways

Approaching the Major Donor



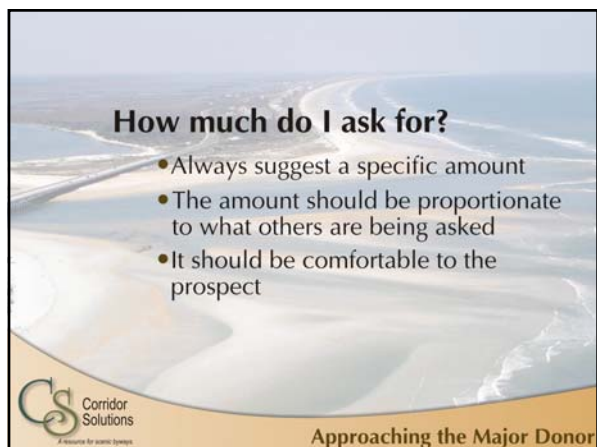


Elements of a successful solicitation

- Research
- Evaluation
- Planning
- Cultivation




Approaching the Major Donor



How much do I ask for?

- Always suggest a specific amount
- The amount should be proportionate to what others are being asked
- It should be comfortable to the prospect



Approaching the Major Donor

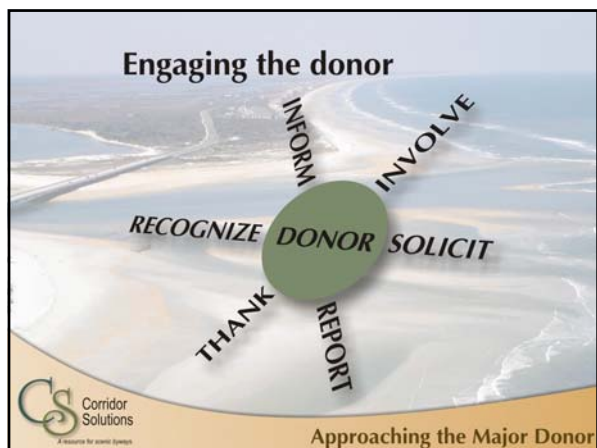


Solicitation Tips

- State your case
- Make your request
- BE QUIET!



Approaching the Major Donor



Case statement

- Who you are, what you do and why it's important
- Mission Statement
- List of Accomplishments



Corridor Solutions
A resource for scenic spaces

Approaching the Major Donor

Other materials to include

- Board members
- Donor benefits
- Future Projects



Corridor Solutions
A resource for scenic spaces

Approaching the Major Donor





Creating A Powerful Scenic Highway Coalition



Jim Egan, Executive Director
Indian River Lagoon Scenic Highway Coalition



INDIAN RIVER LAGOON NATIONAL SCENIC BYWAY

In 1999 community members met to form a scenic highway advocacy group for the Indian River Lagoon Scenic Highway.

One year later the Scenic Highway was designated.

Lessons Learned:
Coordinating two Counties and fifteen cities is not easy, but it still does not give you a strong coalition.

Meeting the requirements of the Florida Scenic Highway Program and later the National Scenic Byway Program is not easy, but it still does not necessarily give you a strong coalition, though it does help.

So you got the signs, what is next?



Sadly many coalitions lose steam once the immediate goal of designation is achieved.

So What Gives You A Strong Coalition?



Whether in business, government, or the local community, if there are no projects, no action, the interest soon fades.

Corridor Management Plans - more than just a chore!

INDIAN RIVER LAGOON SCENIC HIGHWAY CORRIDOR MANAGEMENT PLAN



Corridor Management Plans should specifically highlight exciting projects that would enhance or preserve Intrinsic Resources and enhance the experience of the traveler to the Scenic Highway.

Instead of collecting dust, the Plan becomes a blueprint for future projects and helps leverage the funding necessary make those projects happen.

AIT & ASSOCIATES INC.
ARCHITECTS, PLANNERS, ENGINEERS, LANDSCAPE ARCHITECTS
4000 UNIVERSITY AVENUE, SUITE 200, PALM BEACH, FL 33411
407.855.1234

Historic Melbourne Beach Pier, one of several million dollar historic restorations on the Scenic H.W. done through grants



Tourist interests are not the only partners out there, historical societies make great partners. Historical restoration and historical education grants gain points for greater exposure and better public access if they are on a scenic highway.







In the end, education is essential - The more groups you can educate about the practical benefits of Scenic Highway designation, the broader your coalition and the greater the opportunities for people to get involved

