2019 FSHP Byway Annual Report (BAR) Guidance v.1

The **2019 FSHP Byway Annual Report** is being released in May 2019 in order to provide more flexibility to byway organizations in compiling and recording the requested data. Having the BAR form in-hand throughout the calendar year will provide byway organizations the option of updating their report monthly (versus completing all at once). The following strategies might also reduce the amount of time required to complete the BAR at the end of 2019:

- Assign sections of the form to organization members to update throughout the year.
- Make the BAR a standing item on the byway organization's meeting agenda as a reminder to continue to update throughout the year.
- Task project managers with completing **Section 1: Completed Projects** at the conclusion of each project.

About the Form:

- The 2019 Byway Annual Report (BAR) form is a Microsoft Word document. The first thing you should do after opening the file is click "Save As," and rename the file as follows: **Your Byway Name 2019 BAR_date**. For example, the file for the 2019 BAR for Scenic Highway 30A that was completed on January 14, 2019 should be renamed: Scenic Highway 30A 2019 BAR_1.14.19.docx (the "docx" extension will be added automatically).
- Periodically save the file while you are working to reduce the risk of losing information.
- Byway organizations may duplicate the form in order for more than one person to work on the report, but **only one completed form should be submitted to the FSHP**.
- Submission deadline is **February 1, 2020**.

Changes for 2019:

- Section 6, Question 8: The question regarding use of FSHP-provided Visit Florida Partnerships was removed.
- The form was edited for clarity.

2019 BAR Form Guidance

Scenic Highway: Official name of the byway

Form Completed by: Primary contact, person available to answer follow-up questions

Email address: For above contact

Telephone number: For above contact

Section 1: Completed Projects

Before beginning this section, determine how many completed projects for 2019 will be submitted. If completing the BAR monthly, or if you know there will be more than one completed project, make a blank copy of Section 1 starting at "Completed Project #1." Paste this blank copy into your report below Project #1 and change the project number for each subsequent completed project.

There is no limit to the number of completed projects that can be submitted each year.

If your byway organization is working on a multi-year project, major milestones or completed phases can be included as completed projects for the reporting year. For example, the design phase of a visitor center would count as a completed project, as would the completed construction of the same project in a subsequent year.

Only include in this section projects that occurred as a result of scenic highway designation, **not** projects that would have happened regardless of designation. Routine roadway maintenance (overlay, turn lanes, etc.) should not be included unless there is a direct connection to the byway.

1. Project Name: If the project does not have an official name or title, create one for use in FSHP publications.
2. Type: Many projects fit into more than one category. Choose the one that best fits. Consult with your District Scenic Highway Coordinator or FSHP staff if you are unsure.

   Since Word will not allow you to "check" the box, use the highlight function to select your response.
3. Project Cost: The purpose of this section is to report the total cost and sources of funding for the completed project. This information helps the Program office track not only the dollar value of byway projects completed each year, but also the sources of funding which is useful for other byway organizations.

   Because some projects (like 5K runs and garage sales) also generate revenue, there is a box for providing this information as well. This information helps the Program office track and share information about the types of programs that are successfully generating revenue for byway organizations.

For project cost, dollars rounded to the nearest hundred is acceptable.

Only include in-kind amounts for grant projects where allowed for match.

4. Project Dates: The focus of this section is to document projects or phases that were completed in 2019. The project start date can be prior to 2019, but the completion date **must be in 2019**! Dates can be the approximate month and year.
5. Project Lead: Byway organization lead is not required. This question is an attempt to track and share with the byway community the types of organizations that are partnering on byway projects. Highlight Yes or No. If you select "No," indicate the project lead and describe the role the byway organization played.
6. Description of the project: Provide enough detailed information (without duplicating information already requested in this section) to develop a 2-3 paragraph article about the project. Think about how you want the project described in FSHP articles, publications, or case studies. FSHP staff will not research or collect additional information regarding the projects. Projects with incomplete information are less likely to be included in publications.
7. Lessons learned from the project: Think about this in terms of what others can learn from your experience. What would be helpful for your peers to know?
8. Project benefits: Discuss benefits and estimate return on investment if possible. Keep in mind that not all benefits can be measured in dollars. Think about anecdotal evidence that demonstrates the benefit to the byway corridor. Example: Byway video playing in regional airport. How many passengers pass through the terminal each day? Use this data to estimate approximately how many people are exposed to the marketing message each day.
9. Byway goals addressed: Goals can be those identified in a CMP/BMP, master plan, strategic plan, interpretive plan, annual work plan, etc.
10. List and describe the role of all project partners: Partners can serve in many different capacities such as providing funding or volunteers, serving as fiscal agent, sharing office space, etc.

Email 3-5 high-resolution photos of each project that the FSHP has permission to include in Program publications. See page 6 of this BAR Guidance for detailed information about photograhs.

Section 2: Other Accomplishments and Ongoing Projects

Did your byway receive an award or have a fundraising event that exceeded expectations? This section is intended to capture accomplishments that are not necessarily projects. If in doubt, include it!

Also use this section to talk about projects that may not have been completed in 2019, but consumed byway organization resources. This might include multi-year projects like wayfinding. *If a major milestone or phase of a multi-year project was completed, it can be included in Section 1 as a completed project.*

You may also email photographs for projects included in this section. See the instructions on page 6.

Section 3: Previously Completed Projects and Byway Resources

1. This is essentially the same as question number 8 in the Section 1, except that it is in reference to projects that were completed *prior to 2019*. For example, if your byway launched a cell phone app in 2017, were you able in 2019 to document or observe any positive results from that project? This question sorts your responses by area of benefit, but you can discuss multiple projects per area. For example, you can discuss the economic benefit of both a new trail head as well as a new website in the Economic section.

   This is an area where we can begin to think more creatively about how we document the benefits of byway designation on communities. Take park improvements for example. Byway organizations may not have the resources to count park users or cars daily, but what about the amount of trash being collected? Has it increased measureably?

   When projects launch (like building a new kiosk), think about how you can document the benefits. How can they be measured?

2. Damages or threats to resources might include loss of an historic buidling or viewshed, shoreline erosion, etc. Discuss the impact of the damage or threat on the byway or visitor experience.

Section 4: Public Participation and Partnerships

This section is designed to find out more about what efforts are being made by the byway organization to engage stakeholders outside of the organization. Routine communication is critical to gaining and maintaining support and partnerships.

Section 5: Funding

1. Does your byway organization have a budget? Having a budget is not a requirement, but for most organizations it is a very helpful tool. You are not required to create a budget for this report, but if you have one, email to wanda.maloney@floridascenichighways.com.

   If you do not have a written budget, complete the 2019 Revenue Table provided in dollars rounded to the neareast $100.

2. Outstanding funding needs. The purpose of this question is to provide Program staff with information about the types of projects that lack funding. This will help us provide information regarding relevant funding opportunities.
3. Potential funding sources being pursued. This includes grants, foundations, fundraising strategies, etc. that your organization is actually working on.
4. Challenges to obtaining funding. This information will help identify training needs.
5. Do you have a funding success story from 2019? We would like to recognize success, and facilitate peer-to-peer learning. You many also provide photos for this section. See instructions for submitting photos on page 6 of this Guidance.

Section 6: Tourism Promotion

Tourism promotion varies greatly among Florida Scenic Highways. This section is designed to collect information about tourism promotion efforts across the state for sharing and training purposes, and also to learn more about the level of partnering/cooperation occuring with local tourism agencies.

6. Impact on tourism - Start to think about this in new, creative ways. Can you start measuring something now that you could include in next year's report? Example: Counting mentions in the guest book at a popular attraction along the byway. Can you send a short survey to individuals who have requested information about the byway on your website?
7. Working with local tourism agencies - If you are not currently working with a local tourism organization, think about ways to begin creating a partnership. You can also tell us about obstacles you have encountered while working with (or attempting to work with) local tourism agencies/groups/organizations.

Section 7: Byway Organization

There is no FSHP requirement regarding organizational structure. Although many byway organizations are structured as nonprofits, it is not a requirement. The information collected in this section will help FSHP staff design and offer relevant training programs.

1. Oganization structure - Try to use only one descriptor, but you can specify if a nonprofit is all volunteer.
2. Organizational development - Gaining support takes effort. How is the organization working to build capacity?

Section 8: Byway Management Plan (BMP)

The **FSHP Guidance** released in July 2016 replaces the corridor management plan (CMP) with a Byway Mangement Plan (BMP). Regardless of whether your current management plan is called a CMP or BMP, *all management plans are required to be updated as needed to engage broad stakeholder groups in long-term planning and ensure that goals are consistent with*

byway community priorities. Information about when to update your management plan can be found on **FSHP Guidance page 4-1**. 1. In what year was your current BMP (or CMP) adopted? – This question is referring to the byway's long-term, multi-year management plan, not the byway organization's most recent Annual Work Plan.
Section 9: Final Comments Provide any additional comments or program feedback here.

Submitting Photographs and Electronic Materials

Images are important, especially for built projects. Show off what you've accomplished! Photos should be emailed **one at a time** along with a description and caption to wanda.maloney@floridascenichighways.com.

A few important notes about photographs:

- Whenever possible, submit high-resolution photographs. Most low-resolution or phone photos are not suitable for publication.
- Submit only images that the FSHP has permssion to use in publications.
- Avoid sending photos taken through a windshield.

If you have other digital materials to transfer (brochures, planning documents, etc.), email as an attachment to wanda.maloney@floridascenichighways.com. If the file is too large to send as an attachment, email a link to download the document, or contact Wanda to discuss other options for file transfer.

If you have any difficulty with images or other electronic materials, contact Wanda Maloney at wanda.maloney@floridascenichighways.com or (336) 231-9733.

Frequently Asked Questions

1. **Does the form have to be completed all at once and by the same person?**
   No. The form can be treated like any other Word document. Multiple people can work on multiple copies for your byway at the same time. Eventually, however, the copies have to be merged. Only one form can be submitted for each byway to the FSHP.

2. **Can I leave questions blank?**
   Yes, but think carefully before doing so. Remember that the purpose of the BAR is to: show progress toward implementing the CMP/BMP, provide evidence of a viable byway

organization, highlight your success, provide data for the FSHP Annual Report, help FSHP staff collect data indicating how the program is benefitting Florida communities, and assist the FSHP in identifying training needs. Some questions may require discussion within your byway organization. Especially regarding benefits and results, remember that anecdotal evidence is acceptable.

3. **Where do I discuss our byway's programs (example: annual environmental education day for kids)?**
   Byway programs can be discussed in **Section 1: Competed Projects** or **Section 2: Other Accomplishments and Ongoing Projects**. You can include as many events, programs, etc. as necessary in this section. Don't forget to talk about any known benefits (economic, quality of life, environmental) of the programs as well.

4. **How detailed should open-ended responses be (i.e., is there a minimum or maximum number of words)?**
   In general, responses should be more than a few sentences. Think again about the purpose of the BAR: show progress toward implementing the CMP/BMP, provide evidence of a viable byway organization, highlight your success, provide data for the FSHP Annual Report, help FSHP staff collect data indicating how the program is benefitting Florida communities, and assist the FSHP in identifying training needs. You should provide enough detailed information to develop a 2-3 paragraph article about any project. Think about how you want the project described in FSHP articles, publications, or case studies. FSHP staff will not research or collect additional information regarding the projects. Projects with incomplete information are less likely to be included in publications.

5. **Can you cut and paste text from another Word document into the form?**
   Yes.