

HOW TO USE THIS TABLE

The following table pulls together the results of six Corridor Management Committee (CMC) Meetings and one set of public meetings that took place between January and May as follows:

- CMC #1: Visions and Goals (Oct. 24, 2011)
- Public Workshop #1: (Nov. 16-17, 2011)
- CMC #2: Preservation and Conservation (Jan. 19, 2012)
- CMC #3: Enhancement (Feb. 16, 2012)
- CMC #4: Heritage Tourism (March 15, 2012)
- CMC #5: Interpretive Development (April 19, 2012)
- CMC #6: Safety and Signage (May 17, 2012)

The results, taken together, form the recommendations for inclusion in the corridor management plan, Chapter 4, Management Strategies (Part One, Chapters 1-3 describing the byway route, its significance, its assets and existing travel conditions is posted to http://www.lardnerklein.com/bhb_index.html.

Please review this table to determine if there are any missing pieces that should be included. This table, handed out at each of the three public meetings in June is intended to accompany a summary presentation that highlights the recommendations. Chapter 4 will provide explanatory text for the strategies and will be modified and then posted to the project web site, along with the slide presentation, after the public meeting for those wanting to make further comments.

In addition to the strategies, the draft recommendations table also identifies potential partners for implementing the recommendations. Four committees are recommended that roughly correspond to the outline and referenced goals:

- Conservation and Preservation Committee (Goal 1)
- Transportation and Enhancement Committee (Goals 2 and 5)
- Heritage Tourism Committee (Goal 3)
- Education Committee (Goal 4)

Potential funding sources (partially complete) are noted where they have been identified as part of the CMC meetings or in preparation for those meetings.

Finally, the table references three phases for implementation:

- Establishment Phase - this includes all the strategies that need to be implemented prior to full-scale marketing of the Byway
- Development Phase – includes those strategies, that when implemented, will help the Byway achieve its full potential for preservation and enhancement of intrinsic qualities of the Byway and for increasing economic activity for heritage and nature-based tourism
- Sustaining Phase – includes those strategies that are needed to maintain the byway as a heritage or nature-based tourism destination while preserving and enhancing the resources that make it attractive to begin with.

Strategy or Action	Potential Partners	Potential Funding	Phase
<p>Goal #1: Conserve and Preserve the Byway's Intrinsic Qualities <i>Develop and implement a community-based and collaborative approach to conservation and preservation that focuses on the Bayshore region in a manner that respects the rights and responsibilities of private property owners while insuring that the byway corridor's character defining features will be preserved and maintained.</i></p>			
<p>1.1 Increase awareness of the corridor and its significance.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Relate the byway planning and implementation efforts to the next generation of the Coastal Heritage Trail ii. Reference the byway corridor management plan in each municipality's comprehensive and open space plans to demonstrate the significant public benefit and establish a conservation purpose for the scenic, natural, and historic qualities of the open space lands and historic resources associated with the byway. iii. Develop public information materials (both web-based and brochures) that help to increase the public and agency understanding of the definition of the <u>byway corridor</u> to include more than just the route itself– to include the lands and waters that you can see from the route and the places to visit along the route that are related to its themes as well as any regionally significant resources or features that cross or are associated with the byway. 	<p><u>BHB Conservation and Preservation Committee</u></p> <ul style="list-style-type: none"> ▪ County and municipal government representatives ▪ Non-profit organizations with expertise in preservation and conservation ▪ State agency representatives (Green Acres and New Jersey Historic Trust) 		<p>Establishment phase</p>
<p>1.2 Establish conservation and preservation values and priorities.</p> <p>NOTE: Chapter 2 of the draft CMP text documents the significance of the Bayshore Heritage Byway corridor.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Document the conservation and preservation values of the lands and waters associated with the byway corridor (as defined in 1.1, step iii): <ul style="list-style-type: none"> ▪ Significance of coastal habitats – the Delaware Bay and its tributaries Globally significant migration patterns unique to the Delaware Bay and Estuary; and, ▪ Cultural and historic landscapes of the Delsea Region (of Salem and Cumberland counties and western Cape May County) and its eligibility for designation as a National Heritage Area by the National Park Service as documented in "Reconnaissance Study: New Jersey Shore of Delaware Bay" (2001). ii. Establish and maintain a list of conservation priorities for the byway updated on a regular basis: <ul style="list-style-type: none"> ▪ Conservation of lands, wetlands and waters that contribute to the experience 	<p><u>BHB Conservation and Preservation Committee</u></p> <ul style="list-style-type: none"> ▪ Updated annually 		<p>Establishment phase</p>

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<p>of traveling along the byway (lands that can be seen from the byway – see Map 2 (http://www.lardnerklein.com/BHB/BHB_2CorDefViews011812r_11x17.pdf);</p> <ul style="list-style-type: none"> ▪ Conservation of areas that contribute to the experience of traveling along the byway that are most vulnerable to change; ▪ Conservation of lands, wetlands and waters that are consistent with municipal and county open space plans that contribute to the appreciation of the globally and regionally significant natural resources found along the byway ▪ Conservation of lands, wetlands and waters that help educate the public about the primary themes associated with the byway; and, ▪ Large patches of adjacent upland forests that are adjacent to the byway travel route not only define the outer limits of the byway corridor but also play an important contribution to the overall quality of this globally significant Important Birding Area (IBA). <p>iii. Establish and maintain a list of priorities for historic preservation including rural historic and cultural landscapes:</p> <ul style="list-style-type: none"> ▪ Technical assistance for the development and implementation of preservation plans for sites and structures that are publicly accessible to byway visitors (existing Coastal Heritage Trail sites); ▪ Emergency preservation funding for sites associated with the byway whose historic qualities are threatened by environmental factors; ▪ Preservation of the setting associated with sites and structures that help educate the public about the primary themes associated with the byway; and, ▪ Establishment of rural historic districts for areas with significant maritime heritage. 			
<p>1.3 Link the byway’s conservation and preservation values and priorities with partners’ values and priorities.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Identify sites and develop criteria for designating priorities that align with those of the New Jersey Wildlife Action Plan and CCP plans for National Wildlife Refuges. ii. Collaborate on a regional basis to pursue Green Acres Program funding. Local governments and nonprofits can use Green Acres funding for land preservation projects related to the byway [and for park and recreation development projects to support public use of the byway, although nonprofit park and recreation projects are limited). Emphasize the Green Acres Project Areas (currently Cape May Peninsula, Delaware Bay Greenway, Historic Resources). iii. Local government open space and recreation plans should be amended to include 	<p><u>BHB Conservation and Preservation Committee</u></p> <ul style="list-style-type: none"> ▪ Land trusts ▪ Green Acres Program ▪ NJ Audubon Society ▪ Local historic societies ▪ New Jersey Historic Preservation Office ▪ New Jersey Historic Trust ▪ Preservation New Jersey ▪ New Jersey Historical Commission ▪ Green Acres Program 	<p>GREEN ACRES NONPROFIT ACQUISITION GRANTS To acquire open space for recreation and conservation purposes statewide http://www.nj.gov/dep/grantandloanprograms/nhr_gana.htm</p> <p>Farmland Preservation Program http://www.state.nj.us/agriculture/sadc/farmpreserve.htm</p>	<p>Development Phase</p>

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<p>the byway by referencing the completed and approved corridor management plan and incorporate priority conservation and preservation areas for the byway into the conservation and preservation priorities for each local government.</p> <p>iv. Work with the State Agricultural Development Committee and county farmland preservation plans and programs to encourage preservation of agricultural lands.</p> <p>v. Identify sites and develop criteria for establishing preservation priorities that are consistent with the <u>New Jersey State Historic Preservation Plan</u> and the <u>New Jersey Heritage Tourism Plan</u> including the priorities of historic preservation-related programs and agencies in New Jersey whose responsibility is to identify sites in need of protection and preserve them.</p> <ul style="list-style-type: none"> ▪ New Jersey Historic Preservation Office; ▪ Preservation New Jersey; ▪ New Jersey Historic Trust; ▪ New Jersey Historical Commission; ▪ Green Acres Program; and ▪ Main Street New Jersey 	<ul style="list-style-type: none"> ▪ Main Street New Jersey 		
<p>1.4 Leverage values into actions – collaborate with your partners to achieve higher priority status among other regional and national efforts.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Take advantage of coastal and watershed resource programs. ii. Utilize New Jersey’s Conservation Exchange. 	<p><u>BHB Conservation and Preservation Committee</u></p>	<p>National Coastal Wetlands Conservation Grant Program Environmental Quality Incentives Program, Conservation Innovation Grants Program (CIG); NJ Environmental Services Program (ESP) http://www.state.nj.us/dep/esp/</p>	<p>Sustaining Phase</p>
<p>1.5 Monitor change to protect your values.</p> <p><u>Implementation Step</u></p> <ul style="list-style-type: none"> i. Meet annually with county and municipal boards and commissions and professional planning, preservation, and engineering staff to discuss the “State of the Bayshore Heritage Byway” and gather information about upcoming plans, projects, and programs that may impact the byway and how best the byway sponsor might provide input regarding upcoming projects and programs. 	<p><u>BHB Conservation and Preservation Committee</u></p> <ul style="list-style-type: none"> ▪ County and municipal government representatives 		<p>Sustaining Phase</p>

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<p>Goal #2: Enhance the Experience of Visiting the Byway <i>Establish the byway as a destination by developing a strong identity through consistent signage; visitor facilities; a unified, context-sensitive aesthetic; and community support of byway management and maintenance.</i></p>			
<p>2.1 Corridor Wide: Help visitors to find and follow the byway.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Implement the route marking system outlined in the NJDOT <i>Guidelines for the Development of Scenic Byway Signage</i> or similar MUTCD-approved route marking system. ii. Revise sign plan for amended route in Cape May County (Lower and Middle Townships) and the spur the Cape May – Lewes Ferry iii. Install route marking signs for agencies with jurisdiction of roadway (to be coordinated through each County transportation department) iv. Design and implement a wayfinding signage program (consistent with MUTCD) for byway-related sites that builds upon the Coastal Heritage Trail and utilizes the geographic and thematic clusters as a means of organizing the signage system and to avoid duplication. v. Install information kiosks with similar visual and graphic identity at points of entry to the byway corridor. vi. Design and implement a mobile application that is compatible with and builds upon other state and federal agency efforts along similar lines (See Goal 3 and 4). 	<p><u>BHB Transportation and Enhancement Committee</u></p> <ul style="list-style-type: none"> ▪ NJDOT ▪ County and municipal governments 	<p>FHWA Transportation Enhancement Programs, as consolidated in FY 2012 budget reauthorization (livability programs)</p>	<p>Establishment Phase and Development Phase</p>
<p>2.2 Corridor Wide: Make the roadside appearance more attractive and welcoming throughout the corridor.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Work with County and municipal governments and local volunteer groups to maintain 100% coverage of the byway for “adopt-a-highway” programs or similar. ii. Design and implement a program for “adopt a spot” to encourage new roadside landscape plantings especially at community and village gateway areas. 	<p><u>BHB Transportation and Enhancement Committee</u></p> <ul style="list-style-type: none"> ▪ NJDOT/DEP ▪ County and municipal governments (e.g. county improvement authorities) ▪ Local volunteer groups/civic associations 		<p>Development Phase</p>
<p>2.3 Community-based: Assist communities in their efforts to develop new and enhance existing visitor facilities and link those facilities to the byway through interpretation and visual identity.</p>	<p><u>BHB Transportation and Enhancement Committee</u></p>	<p>National Recreational Trails Program: To provide financial assistance for developing</p>	<p>Development Phase</p>

Strategy or Action	Potential Partners	Potential Funding	Phase
<p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Visitor Centers and kiosks: Develop and implement a program to enhance existing visitor centers, provide new visitor information kiosks for those locations identified in 2.1. For Community Gateways, visitor centers should incorporate exhibits regarding the significance of the Bayshore region. Smaller kiosks should incorporate information about what to see and do along the byway in that particular area of the byway. ii. Restrooms: Develop and implement a program with local businesses to encourage the use of restrooms as an opportunity for business development. Examine potential funding sources from DEP as a means of water quality management. iii. Restaurants/accommodations: Develop and implement a program for hospitality training (see Strategy 3, Heritage Tourism). iv. Interpreted pedestrian and bicycle trails – Using the river corridors as the primary organizing element and priority for development, work with localities to design and implement multi-use or on road bicycle and pedestrian pathways connecting community gateways with Bayshore destinations (Salem City to Fort Mott along the Salem River, Bridgeton to Greenwich along the Cohansey River, Mauricetown to East Point Lighthouse along the Maurice River, and a pathway along connecting Greater Cape May destinations, perhaps using the Canal and shorelines) v. Develop and implement a village streetscape enhancement program and pursue funding collaboratively to include community entrances, traffic calming as needed, tree planting, sign coordination, walkways /sidewalks, and drainage. vi. For rural villages, develop appropriately scaled enhancement efforts that are consistent with the desire to preserve the rural village character (e.g. no concrete curbs and sidewalks, maintain narrow scale of road/village, keep informality of roadway character). 		<p>and maintaining trails and trail facilities. Trails can be for non-motorized, multi-use and motorized purposes. http://www.nj.gov/dep/grantandloanprograms/nhr_nrtp.htm;</p> <p>Transportation Enhancements Program www.enhancements.org/directory.html</p>	
<p>2.4 Site-specific enhancement opportunities Assist organizations in their efforts to develop new visitor attractions or enhance existing attractions and link those sites to the byway themes through interpretation and visitor services.</p> <ul style="list-style-type: none"> i. Work with existing Coastal Heritage Trail sites to update interpretive materials, incorporate Bayshore Heritage Byway themes, and develop preservation plans (see Strategy 1.1). ii. Develop and implement a small museum and visitor attraction consortium to pursue funding and design services for management of collections, exhibit design 	<p><u>BHB Transportation and Enhancement Committee</u></p>		<p>Development Phase</p>

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<p>and installation, coordinated programming and event management as a means of increasing visitation and managing the site for more visitors.</p> <p>iii. Develop and implement shoreline access plans as a means of increasing opportunities for bird watching or natural area interpretation and sustainable approaches to providing better access to the Delaware Bay and its beaches.</p>			
<p>2.5 Guide future changes in land use as a means of gradually improving community appearance over time focusing primarily upon maintaining historic and natural context of wildlife areas and villages, and encouraging more attractive and vibrant cities and towns.</p> <p>i. Establish a quick response team for addressing visual impact of future installations for transmission lines, cell towers, large scale solar and wind “farms” to encourage siting in appropriate places and using more context sensitive approaches regarding the scale and contrast of proposed facilities.</p> <p>ii. Identify and develop model ordinances for adoption by municipalities transmission lines, cell towers, large scale solar and wind “farms.</p> <p>iii. Develop simple and easy to understand guidelines for siting rural residential and minor subdivisions that accommodate the needs for homes while building in a more context sensitive manner.</p> <p>iv. Collaborate on a regional basis to bring in subject matter experts on community revitalization of main streets and for transforming and integrating aging commercial corridors into the city and town fabric, especially those along the Byway at the edges of cities and towns.</p> <p>v. Consider the development of historic district overlays as a means of guiding future changes within historically significant villages, towns and cities (see http://www.nj.gov/dep/hpo/3preserve/mlul_7_07.pdf)</p>	<p><u>BHB Transportation and Enhancement Committee</u></p>	<p>Smart Growth Planning Grants http://nj.gov/osp/resources/sggrants.htm</p> <p>National Endowment for the Arts (Your Town Program)</p>	<p>Sustaining Phase</p>
<p>Goal #3: Expand Heritage and Nature-based Economic Development Opportunities <i>Utilize the byway and New Jersey’s business development resources to help the region build its capacity to attract and retain those travelers with an interest in the Bayshore’s rich natural and cultural heritage and develop marketable programs and activities, along with expanded business opportunities, that increase the comfort level of visitors – such as good food, nice places to stay, a more welcoming community appearance – and keep them coming back time and time again.</i></p>			
<p>3.1 Use the byway to extend the stay of existing visitors by marketing activities aimed at the 4 B’s: birders, bicyclists, boaters (non-motorized) and beachcombers; and as interpretive development is implemented to include maritime heritage destination travelers.</p>	<p><u>BHB Heritage Tourism Committee</u></p>		<p>Development Phase</p>

Strategy or Action	Potential Partners	Potential Funding	Phase
<p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Link the byway planning and marketing activities to existing Cultural Heritage Commissions and their strategic plans in all three Counties as well as the goals of the <u>New Jersey Heritage Tourism Plan</u>. ii. Continue to increase awareness of the significance of the Bayshore region through programming and coordinated events by establishing a region-wide calendar of events and Bayshore Heritage Byway web page. iii. Expand existing programming and incorporating lectures, educational sessions, food and arts and crafts events, guided touring , etc. as a means of increasing the length of visitor stays (link bicycle touring with arts and history in Salem County, link birding and bicycling with nature-based educational sessions and guided touring in Cumberland County, and encourage beach visitors to try the quiet side of Cape May.) 			
<p>3.2 Identify clusters of resources as a means of establishing destinations that are linked together by pedestrian paths and/or bicycle paths and trails – make sure that each destination has a full service site (or plan for one – see Strategy 3.3 about itineraries and 3.4 about towns).</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Confirm the clusters and sites identified in the CMP on Map 8 (http://www.lardnerklein.com/BHB/BHB_Sites041712_11x17.pdf). ii. Using the CMP resource inventory, touring concepts and interpretive framework (Strategy 4), conduct small group meetings with sponsors of existing sites within each cluster to identify potential itineraries, common themes, common dates for events and activities, visitor services and potential priorities for expanding the range of visitor opportunities. Itineraries should begin at one of the four gateway communities (Salem, Bridgeton, Mauricetown (or Millville) and Cape May) and end at destinations along the Bayshore. 	<p><u>BHB Heritage Tourism Committee</u></p>	<p>NJHT – 2012 grant program – intent to apply due July 12, 2012; Application due Sept. 20, 2012</p>	<p>Development Phase</p>
<p>3.3 Work in a coordinated manner to develop and expand itineraries that extend the range of activities for that targeted audience.</p>	<p><u>BHB Heritage Tourism Committee</u></p>	<p>The Discover NJ History License Plate Fund provides small grants (up</p>	<p>Development Phase</p>

Strategy or Action	Potential Partners	Potential Funding	Phase
<p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Combine and coordinate the cluster plans on an annual basis and maintain a common calendar on a seasonal basis that is utilized by all Bayshore communities and clusters emphasizing the ephemeral side of birding and other wildlife migration patterns, arts and crafts events, bicycling events, food events, and community-based celebrations (similar to http://www.cumauricriver.org/pages/calendar.html, but developed as a common Bayshore region calendar for the entire byway). ii. Based on the cluster meetings, continue to meet on an annual basis to design and expand upon itineraries using the geographic clusters shown on Map 8. (http://www.lardnerklein.com/BHB/BHB_Sites041712_11x17.pdf) and associate the itineraries with major events such as the Purple Martin migration, or other birding festivals and/or cultural events. iii. Market the itineraries and associated events as packages through regional advance advertising, familiarization tour with nature-based tour operators, web sites, etc. (as per Strategy 3.7). 		<p>to \$3,000) ... to promote interpretation, marketing and promotional links among heritage sites; http://www.njht.org/dca/njht/touring/platefund/</p> <p>NJ State Council on the Arts - General Program Support (GPS)— New Jersey based, nonprofit organizations, agencies, institutions, or units of local government to help underwrite the expense of presenting on-going arts programs. http://www.njartscouncil.org/dos_njsca_grants.html</p>	
<p>3.4 Coordinate beach access planning and implementation as a means of increasing the capacity for addressing visitor needs in a sustainable way - including parking (bicycle and automobile), restrooms, walking paths to the beach, interpretation and shoreline management – using the clusters as an organizing approach.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Schedule a common workshop with DEP to coordinate beach access plans and link those beach access plans to the byway. ii. Incorporate approved beach access points into the itineraries. iii. Develop a Delaware Bay beach access visitor guide that provides factual information about the Bayshore birding and wildlife opportunities, bicycling opportunities, and maritime heritage (the guide should be timeless, and not include events, business information, or other information that is time sensitive or that may change). iv. The printed guide should include web references to visitor service guides as per strategy 3.5 below. 	<p><u>BHB Heritage Tourism Committee</u></p>		<p>Development Phase</p>

Strategy or Action	Potential Partners	Potential Funding	Phase
<p>3.5 Use towns and full-service sites as a home base for itineraries, especially towns that have visitor support services such as accommodations, restaurants, restrooms, parking, etc.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Complete an annual inventory of visitor services to include locations with addresses, planned hours of operation, web page links, etc. that will go in to a seasonal visitor guide for the Bayshore region – coordinate with other published visitor guides. ii. Work with DMO’s in three counties (note issue of Salem County’s association with the Delaware River DMO addressed in Strategy 3.6) to publish a Bayshore Annual Visitor Guide and web- and mobile application based seasonal guide. iii. Use signage strategies to direct visitors to welcome centers in each of byway gateway communities (see Strategy 4.5) as a means of directing visitors to nearby community services and providing them with up to date travel and visitor information about the byway. 	<p><u>BHB Heritage Tourism Committee</u></p>		<p>Development Phase</p>
<p>3.6 Position marketing tools (web-based and print) and event planning and programming to match visitor service improvements as a means of managing levels of visitation to the carrying capacity of the resources.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Place the Bayshore Heritage Byway into the context of existing marketing efforts in the South Jersey. The plan recommends that the Bayshore Heritage Byway be managed as the primary touring route for New Jersey’s Delaware Bay and Estuary and that it be linked by the Cape May-Lewes Ferry to comparable touring routes along the Atlantic seaboard, the Delaware Bay and the Chesapeake Bay. ii. Establish an MOU or other informal agreements with any existing travel and tourism organizations that is currently marketing sites on the byway (the State of New Jersey Tourism Office, Southern Shore and South Jersey DMO’s (as well as nearby Wildwoods and Atlantic City), New Jersey Birding and Wildlife, and the legacy NPS Coastal Heritage Trail web site (s) to coordinate linkages and visitor information back and forth among web sites, how information about visitor attractions along the byway are portrayed and how visitor 	<p><u>BHB Heritage Tourism Committee</u></p>	<p>NJ Travel and Tourism competitive grant program, which helps fund targeted marketing initiatives at the local and regional level. (deadline was May 14, 2012 for FY 2013) http://www.visitnj.org/grant-opportunities</p>	<p>Development Phase</p>

Strategy or Action	Potential Partners	Potential Funding	Phase
<p>information about events and programming is portrayed and linked together, utilizing the common visitor package as per 3.4 and 3.5 above that is updated on an annual basis – see Strategy 5 on implementation for organizational recommendations.</p> <ul style="list-style-type: none"> iii. Apply for a tourism grant to establish a Bayshore Heritage Byway web site based on the results of the discussions with regional DMOs and sponsoring organizations iv. Consider using the format of the New Jersey Forever Green web sites (http://www.forevergreennj.com/) and discuss with the Southern Shore DMO the potential for expanding the reach of the forever green web site to include Cumberland and the quiet side of Cape May County. v. Through the annual cluster planning approach identified above, and an annual assessment of visitation goals, determine enhancement, facility, and programming priorities for expanding visitor experiences. 			
<p>3.7 Gain more recognition for the route (building upon Coastal Heritage Trail) – consider the potential for National Heritage Area designation or other recognition programs.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Using the Bayshore Heritage Byway CMP planning and approval process, determine the level of public support for designation of the Bayshore Region as National Heritage Area and/or a National Scenic Byway. ii. Monitor the progress on the reauthorization of the transportation bill and formally nominate the byway for designation as National Scenic Byway (or if related byways on both sides of the Delaware Bay and River are ready, for a multi-state All-American Road). Be prepared in advance for the potential nomination process to occur upon reauthorization (using the 2008-9 documents as an outline for what will be required in future nominations (be sure to coordinate with US Fish and Wildlife Services scenic byway coordinator and refuge staff). iii. Pursue opportunities establishing an eBird Trail Tracker which is a real-time, online system to gather information and track sightings of birds. The Forsythe NWR is part of this system and efforts should be made to establish one for the Cape May and Supawna Meadows NWRs. 	<p><u>BHB Heritage Tourism Committee</u></p>		<p>Sustaining Phase</p>

Strategy or Action	Potential Partners	Potential Funding	Phase
<ul style="list-style-type: none"> iv. Nominate regional itinerary for Rand McNalley’s “Best of the Road” web site and AAA mid-Atlantic itineraries. v. Based on the eligibility established in the 2001 reconnaissance study, determine with NPS assistance what additional, if any, feasibility study components are needed. Based on a completed feasibility study (initiated locally) seek Congressional support and potentially Congressional Designation as a National Heritage Area. vi. For National Heritage Area designation, use the CMP for the byway as a starting point for expanding and developing a heritage area management plan using the guidance provided by http://www.nps.gov/heritageareas/REP/Notebook.pdf 			
<p>Goal #4: Uncover the Stories Depicting the Bayshore’s Rich Natural Heritage and Community Life <i>Establish a new interpretive program that builds upon the interpretive resources of the Coastal Heritage Trail (originally developed by the National Park Service) and ties together the stories associated with the Bayshore’s natural heritage and historical places in order to establish a seamless, coherent, enjoyable, and educational travel experience.</i></p>			
<p>4.1 Create an Interpretive Program specifically for the Scenic Byway</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Adopt the recommended interpretive framework (themes and topics) as part of the CMP ii. Establish an interpretive committee comprised of representatives of each of the sites and attractions along the byway corridor and first determine how much of the framework is already interpreted and how much needs to be adapted or newly presented. iii. Based on the analysis, apply for funding for an interpretive plan to develop specific recommendations for each site, for new sites, and to determine the media and tools that are appropriate to communicate the desired interpretive messages. 	<p><u>BHB Education Committee</u></p>	<p>National Scenic Byway Program Grant http://www.bywaysonline.org/grants/ (pending reauthorization)</p>	
<p>4.2 Adapt and Update the Coastal Heritage Trail themes to the Bayshore region and expand those themes to identify potential interpretive topics [themes to be revised from CMC #5 and tie in to the themes established in the document “The Contours of New Jersey History: An Essay on Context” prepared for the <u>New Jersey Heritage Tourism Master Plan</u></p>	<p><u>BHB Education Committee</u></p>		

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<p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Building upon the strategies identified in 4.1, examine the existing interpretive system already in place along the Coastal Heritage Trail to determine which interpretive panels can be replaced and updated with existing screen prints. ii. Determine how best to link the Coastal Heritage Trail interpretation to the new byway interpretive framework (e.g. through brochures, logos, QR codes, etc.). 			
<p>4.3 Link the storylines and themes to the destination clusters that give each sub region its own unique identity. Ensure that each geographic cluster has at least one place to get good information and one place to get a good education about the area in question.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Using the Points of Interest Table contained in the CMP as a starting point http://www.lardnerklein.com/BHB/BHB_PtsOfInterest031312.pdf and the itinerary planning process outlined in 3. 4 and 3.5, determine the missing gaps in the interpretive presentation and establish priorities as part of the interpretive plan in 4.1. ii. Build upon the interpretive focus of each of the clusters based on the analysis of existing sites contained in the CMP give priority to interpretive programming development for the focus areas, 1 in each cluster. iii. Provide interpretive overview panels or exhibits in each visitor center with the emphasis on the clusters interpretive focus and provide information on the locations of sites where more can be learned about the focus area topics. 	<p><u>BHB Education Committee</u></p>		
<p>4.4 Use the appropriate Interpretive Methods & Tools to communicate and link the sites together to create a coherent, educational and enjoyable experience throughout the byway.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Based on the results of the interpretive planning phase, develop appropriate web-based and mobile application tools to tell the story of each cluster area. 	<p><u>BHB Education Committee</u></p>		

Strategy or Action	Potential Partners	Potential Funding	Phase
<ul style="list-style-type: none"> ii. Seek funding for interpretive exhibits and programming based on the interpretive planning and itineraries. iii. Develop a guideline for implementing a common visual and graphic identity so that individual sites and attractions can update their interpretation at their own pace. iv. Coordinate with the publishing of annual visitor guides to incorporate interpretive messaging and linking those messages to sites to provide more information (see http://www.forevergreennj.com/C/Outside_Thinkers/28/U/John_Mc_Phee/297.aspx as an example). 			
<p>4.5 Use programming and events to draw visitors from site to site and place to place by promoting lecture series, music, arts and crafts, food, and other related folk life and heritage activities and associate those activities with the Bayshore Heritage Byway</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Using the overall interpretive planning in 4.1, coupled with the annual assessments in 3.4 and 3.5 develop a prioritized list for programming along the byway. ii. Seek funding through a regional consortium such as the Mid-Atlantic Arts Foundation to bring musicians, artists, craftsman, storytellers, and more for a series of coordinated events associated with the byway communities [this could be associated with other byway regions especially the Delaware River or associated with common festivals from other regions – bird migration events for example]. iii. Work with County Cultural Heritage commissions and organizations to implement programming such as artist studio tours, historic house and garden tours, seasonal tours, and food events, etc. and link those events to the interpretive framework to help increase awareness of the cultural and natural significance of the Bayshore region. 	<p><u>BHB Education Committee and Heritage Tourism Committee</u></p>		
<p>Goal #5: Increase the Range and Safety of Travel Choices and Opportunities <i>Enhance the quality and safety of the byway-related travel experience for all modes of transportation by expanding the range of travel opportunities for pedestrians and bicyclists as well as those who use public transportation and by utilizing context sensitive approaches to address future roadway safety and capacity projects.</i></p>			
<p>5.1 Adopt a process and approach for doing transportation work along the Bayshore Heritage Byway that increases awareness and sensitivity to the intrinsic qualities of the</p>	<p><u>BHB Transportation and Enhancement Committee</u></p>		

Strategy or Action	Potential Partners	Potential Funding	Phase
<p>byway and is consistent with the New Jersey Roadway Design Manual, the Smart Transportation Guidebook and with the NJDOT Complete Streets policy.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Increase the awareness of the Bayshore Heritage Byway among NJDOT, County, and Municipal transportation planning and engineering staff through the corridor management planning and implementation process and by forming a transportation committee to meet annually to review upcoming planned and programmed projects along the byway. ii. Develop a system at all levels to flag projects that are planned and programmed along the byway at the funding and programming level so that efforts can be made early in the process to incorporate context sensitive approaches and processes. iii. Encourage the adoption of complete streets policies at the Municipal and County level building upon the New Jersey complete streets policy. 			
<p>5.2 Encourage the use of appropriately scaled and selected speed reduction measures as a means of increasing safety for all users of the byway in the transition areas approaching each of the cities, towns and communities</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Using the CMP as a starting point develop a proactive list of locations where traffic calming and pedestrian safety measures are needed to reinforce the heritage tourism and interpretive goals of the byway program. ii. Develop and adopt guidelines for traffic calming and pedestrian safety measures specifically for the rural and historic communities along the byway that are sensitive to the rural and historic context. iii. Seek transportation enhancement funding for the design and implementation of priority traffic calming measures 	<p><u>BHB Transportation and Enhancement Committee</u></p>		
<p>5.3 Prioritize bicycle improvements (for the widest range of bicycle users) and pedestrian improvements in the gateways and river corridors that link the byway communities of Salem, Bridgeton, Millville, Port Norris, and Mauricetown and Cape May) with the</p>	<p><u>BHB Transportation and Enhancement Committee</u></p>		

Strategy or Action	Potential Partners	Potential Funding	Phase
<p>nearest full service interpretive sites associated with that river corridor along the Delaware Bay shoreline.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Using the results of the proposed cluster and itinerary detailed planning process as a guide (see Heritage Tourism Strategies, AC #4), as well as County and State level bicycle and pedestrian planning, identify gaps and linkages needed to establish a network of safe and attractive pedestrian and bicycle networks along the primary river corridors. ii. Seek recreational trail funding, as well as transportation enhancement funding for the prioritized links. iii. Work with bicycle clubs and other user groups to establish maintenance and monitoring programs for the rural routes suitable for bicycle use. 			
<p>5.4 Establish a consistent design treatment for each bridge type along the corridor that preserves as much as practical the views toward the water or wetlands and provides safe pedestrian access where practical as a means of increasing awareness and recognition of the importance of waterways and wetlands, water quality overall, and to the qualities of the Bayshore experience in general.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Use the historic bridge sign (detail developed by NJDOT) as a means of raising awareness of the waterways and wetlands as travelers cross, helping to bring attention to their value and significance. ii. Coordinate with the beach and water access plans to identify locations where water access or fishing access is appropriate near bridges and develop and implement design treatments to manage that access. iii. Develop and adopt a preferred parapet wall treatment (to replace the Jersey-shaped barrier over time) that meets the necessary test level and other design parameters for the specific roadway while also providing visual access to the river, creeks and wetlands below (see FHWA Bridge Rail Guideline). 	<p><u>BHB Transportation and Enhancement Committee</u></p>		

Strategy or Action	Potential Partners	Potential Funding	Phase
<p>5.5 Work cooperatively among NJDOT, County and Municipal owners of the designated scenic roads to implement the state signage plan for scenic byways as a means of recognizing the safety benefits of increasing awareness for all drivers that are traveling on a byway.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. NJDOT will install signs along state highways in accordance with the approved signage manual (final draft and approval pending) as funded by the National Scenic Byway Program grant. ii. NJDOT will establishing MOUs with the County and Municipal governments to install signs on both County and Municipal roads (signs provided by NJDOT). iii. MOUs to include agreements regarding maintenance and replacement of signs (20% of total installed signs anticipated to be produced as replacements for storage). 	<p><u>BHB Transportation and Enhancement Committee</u></p>		
<p>5.6 Use a wide range of tools for helping visitors to find sites and attractions along the byway including directing travelers to visitor centers in gateway communities and facilitating the use of web-based and mobile applications as a means of providing targeted information to help visitors plan their route.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Using the site inventory and proposed detailed cluster planning process as a starting point, identify the sites and attractions that are eligible for attraction signing (e.g. full service sites open 300 days per year and offer programming, etc.) ii. Consolidate attraction signing along the byway to reduce the overall number of duplicative signs and remove signs that point to locations that no longer exist or are open. iii. Develop and implement a byway specific attraction signing and mobile application program to continue to monitor and update attraction area signing and technological changes. 	<p><u>BHB Transportation and Enhancement Committee</u></p>	<p>NJ State Council on the Arts - General Program Support (GPS)</p>	

