

Strategy or Action	Potential Partners	Potential Funding Sources	Phase
<p>GOAL 1: Associate the Byway with the Delaware River and its larger regional context Expand the reach of the Byway by extending its state designation from Easton to the Delaware Water Gap in the near term to better position the Byway for National Scenic Byway designation; and, in the long term, be an important part of a continuous nationally designated scenic Byway along both sides of the Delaware River from the Delaware Bay to the Delaware Water Gap</p>			
<p>1.1 Work with Williams Township, City of Easton, Forks Township, Washington Township, Upper Mount Bethel Township, the Borough of Portland, and the National Park Service to establish a Pennsylvania Byway along the entire length of the Delaware River in Northampton County from Easton to the Water Gap</p> <p><u>Implementation Steps:</u></p> <ol style="list-style-type: none"> i. Brief each of the six jurisdictions and the National Park Service about the benefits of gaining state and potentially national Byway designation (using regional context map and provided slide presentation) and the requirements for adopting the PennDOT sign ordinance ii. Provide a basic outline of the application for state designation to each jurisdiction and request that they provide the materials to be inserted to that regional application iii. Request that each jurisdiction adopt the necessary resolutions in support of the Byway designation iv. Submit the designation to PennDOT Scenic Byway Coordinator v. Seek funding for and extend the corridor management plan as needed to meet the requirements for designation as a National Scenic Byway 	<ul style="list-style-type: none"> • Northampton County • Lehigh Valley Planning Commission • Discover Lehigh Valley • Martins-Jacoby Watershed Association • Lower Mount Bethel Township • Delaware and Lehigh Heritage Corridor • National Park Service/Delaware River Wild and Scenic River Partnerships 	<p>Once designated as a state scenic Byway, the municipalities, County, or LVPC will be eligible to apply for National Scenic Byway Program funds. Next round is likely at the end of March 2011.</p>	<p>Establishment Phase</p>
<p>1.2 Enhance the visitor readiness of the Byway in anticipation of seeking National Scenic Byway Designation y – from Easton to Delaware Water Gap</p> <p><u>Implementation Steps:</u></p> <ol style="list-style-type: none"> i. Develop visitor friendly Byway website (see economic development strategies) ii. Enhance visitor readiness of Byway facilities by coordinating marketing and interpretation in advance of nomination period (see economic strategies) iii. Prepare nomination forms for next designation period (last designation period was in 2008-2009 and prior to that in 2005) 	<ul style="list-style-type: none"> • Northampton County • Lehigh Valley Planning Commission • Discover Lehigh Valley • Martins-Jacoby Watershed Association • Delaware and Lehigh Heritage Corridor 	<p>See economic development strategies for steps i) and ii); the nomination can be prepared from materials generated during the CMP's in task 1.1, but will require some volunteer efforts on behalf of the sponsor to submit the nomination</p>	<p>Nomination period requires reauthorization of Federal Transportation Bill</p>
<p>1.3 Extend the state designated Byway along the entire length of the Delaware River Scenic Drive and seek National Scenic Byway Designation</p> <p><u>Implementation Steps:</u></p> <ol style="list-style-type: none"> i. Work with and support the Delaware and Lehigh Heritage Corridor in their effort to gain designation for the D&L Drive south of Williams Township i 	<ul style="list-style-type: none"> • Delaware and Lehigh Heritage Corridor (continuation of current work with the nineteen municipalities) 		<p>Development Phase</p>
<p>1.4 Work with New Jersey to extend the existing terminus of the New Jersey Delaware River Scenic Byway from its terminus in Frenchtown to connect with the Delaware Water Gap (Old Mine Road) through Warren and Hunterdon Counties.</p>	<ul style="list-style-type: none"> • Martins-Jacoby Watershed Association • National Park Service/Delaware River Wild and Scenic River Partnerships • Warren and Hunterdon Counties • New Jersey Scenic Byway Program 		<p>Sustaining Phase</p>

GOAL 2: Conserve the Rural Character of the Byway Build upon the Township's ongoing planning and preservation efforts for open space, agricultural land preservation and watershed management by utilizing the Byway to increase partnership opportunities for land conservation in the township and associated with the Delaware River in general.			
<p>2.1 Establish land conservation priorities for the Byway to include:</p> <ul style="list-style-type: none"> o Farmland adjacent to the Byway, especially those properties that are in agricultural security areas and/or adjacent to protected farmland. o Lands that form the setting of historic sites and features related to Byway themes. o Lands that form the setting for the most scenic views. o Lands that are visually prominent as seen by drivers along the Byway. o Lands identified above that are most vulnerable to change associated with the planned and programmed projects and land use change. <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> i. Adopt conservation priorities associated with the Byway that are not already identified in the Open Space Plan (e.g. Agricultural lands that are visually prominent as seen from the Byway as shown on the Scenic Qualities Map) ii. Work with partner organizations to ensure that Byway related conservation priorities are part of that conservation organizations conservation priorities, where appropriate 	<ul style="list-style-type: none"> • Lower Mt. Bethel Township (EAC, Planning Commission and Board of Supervisors) • Martins-Jacoby Watershed Association • Northampton County • Lehigh Valley Planning Commission • Pennsylvania DCNR 	<p>FHWA Scenic Byway Program (Byway Management Grant)</p> <p><u>Pennsylvania Programs</u></p> <ul style="list-style-type: none"> ▪ DCNR Peer-to-Peer Technical Assistance ▪ DCNR Circuit Rider Projects ▪ DCNR Acquisition Projects 	<p>Establishment Phase</p>
<p>2.2 Utilize the Byway and its related programs to expand farmland and forest conservation opportunities in the Township.</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> i Explore how to utilize Byway and other related programs to leverage purchasing power for agricultural easements from willing participants. ii Apply for initial Byway grant for highest priority easement area that is also located within the Byway corridor utilizing the local EIT funds as matching funds iii Utilize the expanded regional Byway to offer seasonal farm to table events and tours as a means of calling attention to agricultural sustainability and urban and local agricultural opportunities for young and beginning farmers iv Develop a demonstration project along the Byway (and funding request) for utilizing roadside areas for managing farm and road-related runoff to improve water quality and interpret those techniques along the Byway v Identify additional Byway related land conservation opportunities that overlap with riparian and greenway priorities established through the Lehigh Valley Greenways Program and seek future Byway funding for riparian projects along tributary streams 	<ul style="list-style-type: none"> • Lower Mt. Bethel Township (EAC, Planning Commission and Board of Supervisors) • Martins-Jacoby Watershed Association • Northampton County • Lehigh Valley Planning Commission • NRCS • Northampton County Conservation District • Pennsylvania DCNR Bureau of Forestry Service Foresters (for technical assistance) <p>Pennsylvania DCNR</p>	<p>[see http://www.privatelandownernet.org]</p> <p><u>FSA Programs</u></p> <ul style="list-style-type: none"> o Conservation Reserve Program o CP33 Habitat Buffers for Upland Birds <p><u>NRCS Funding Resources</u></p> <ul style="list-style-type: none"> o Agricultural Management Assistance o Environmental Quality Incentives Program o Farmland Protection Program [see http://www.nrcs.usda.gov/programs/fpp/] o Forest Land Stewardship Plans o Forest Legacy/Land Enhancement Program o Forestry Incentives Program o Wildlife Habitat Incentives Program <p><u>USDA Programs</u></p> <ul style="list-style-type: none"> o Conservation Reserve Enhancement Program (CREP) o Forest Land Enhancement Program (FLEP) o Forest Legacy Program <p><u>U.S. Fish & Wildlife Service Funding & Technical Resources</u></p> <ul style="list-style-type: none"> o Partners For Fish And Wildlife Program - National o Private Stewardship Grants Program <p><u>Other Programs</u></p> <ul style="list-style-type: none"> o National Fish and Wildlife Foundation 	<p>Establishment Phase</p>

<p>2.3 Establish a Byway-related advocacy group (or participate in an existing related advocacy group) whose function is to speak out on behalf of the Byway on regionally significant development projects that will have an adverse impact on the Byway (such as expansion of high voltage transmission lines, coordinating with trucking companies that utilize the Byway, communication towers, and other regionally significant land use changes)</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> i Work with jurisdictions, landowners, developers and state agencies to establish notification system for projects on the drawing boards (e.g. how best to get early discussion with project proponents to provide ideas and suggestions prior to requesting permits) ii Identify groups throughout the region with similar interests (Delaware River and watershed organizations, farmland preservation organizations, historic preservation organizations, etc.) <u>Once identified and for each proposed project affecting the Byway</u> iii. Use GIS data base to determine whether projects are within Byway corridor (immediately adjacent to roadway, visible from Byway or historic site open to the public, or would have an effect on a regional resource of importance to the Byway). iv. Identify design issues associated with the project (e.g. visibility/scale, visual contrast, orientation, secondary effects, etc.) v. Find examples of better approaches to the project, better management practices, better models, etc. vi. Determine how best to provide input in design and development review process on a project- by-project basis. 	<p><i>TBD</i></p>	<p><i>Funding from non-profit foundations required to establish a communication budget</i></p> <ul style="list-style-type: none"> • <i>Conservation Fund</i> <i>http://www.conservationfund.org/kodak_awards</i> • 	<p>Establishment Phase</p>
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Goal 3: Preserve Historic Resources and Community Character along the Byway Build awareness of the Township's historic resources and rural character through special event tours and local recognition programs leading towards the development of a historic preservation plan focused on the historic resources of the Byway			
<p>3.1 Educate the community about historic resources and Township history</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> i. Develop a regional tour for the extended Byway of small museums and historic homes to raise awareness of the significance of the region's historic resources ii. Seek funding from the Pennsylvania Historic Museum Commission to develop tour plan, prepare interpretive/historical brochure describing the regions historical museums and conduct the tour. <p><u>In conjunction with marketing and interpretive strategies:</u></p> <ul style="list-style-type: none"> iii. Create a driving/bicycling tour of historic sites along the Byway iv. Create a walking tour of Martin's Creek that highlights its history and significance v. Develop town publications with historical resources highlighted – calendar, note cards, poster, awards programs, and other projects vi. Develop K-12 historic preservation projects vii. Link with nearby colleges to encourage history and historic preservation projects for college credit along the Byway viii. •Determine appropriate collection of oral history and family traditions, perhaps by sponsoring a "community attic" day, possibly as an annual event 	<p>Martins Settlement House Museum Other small museums in region</p>	<p>PHMC - http://www.portal.state.pa.us/portal/server.pt/community/grants/3794/historic_preservation_grants/426654</p>	<p>Establishment Phase</p>
<p>3.2 Adopt historic preservation priorities as an amendment to the Township Comprehensive Plan</p> <p>The following are suggested priorities</p> <ul style="list-style-type: none"> o Buildings and bridges that are located on, or are visually prominent as seen along the Byway. o Structures on properties adjacent to the Byway that contribute to the scenic and historic character of the Byway. o Surveyed historic sites and features that contribute to the themes of the corridor. o Properties identified in the points above that are most vulnerable to change associated with the planned and programmed projects and land use change. <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> i. Adopt preservation priorities associated with the Byway (e.g. Delaware River heritage resources, industrial-era resources, and agricultural resources) ii. Work with partner organizations to ensure that Byway related preservation priorities are part of that organizations preservation priorities, where appropriate 	<p>LMBT</p>		<p>Establishment Phase</p>

<p>3.3 Encourage and assist property owners wishing to preserve historic sites by linking property owners up with technical assistance for preservation planning, and for assistance with listing on the National or State Registers of Historic Places</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> i. Complete historic surveys and determine eligibility for listing properties and districts in the National Register of Historic Places. (Martins Creek, Three Church Hill, Delaware River Industrial Heritage, Lower Mt. Bethel Agricultural Heritage); and, include a context statement that can be used by individuals to apply for listing. ii. Prepare (or adapt from an existing one) a brochure explaining the benefits of gaining designation on the National or Pennsylvania Registers and steps to do that. 	<p>LMBT PA Historical and Museum Commission</p>	<p>Pennsylvania Historical and Museum Commission: - Keystone Historic Preservation Grant Program -</p>	<p>Establishment Phase</p>
<p>3.4 Preservation Planning – Certified Local Governments are eligible for grants that can be used to survey architectural and archaeological resources, prepare nominations to the National Register of Historic Places, create preservation planning documents and programs, create public education programs, and rehabilitate publicly owned buildings listed on the National Register</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> i Use results of inventory to seek funding for preservation plans for those historic resources along the Byway that are determined to be eligible for listing ii Prepare preservation plans for potential districts (Martins Creek, Three Church Hill, Delaware River Industry, and Lower Mt. Bethel Agricultural Heritage). 	<p>LMBT PA Historical and Museum Commission</p>	<ul style="list-style-type: none"> - Preserve America Program - Save Americas Treasures Program (for nationally significant projects based on a preservation plan) 	<p>Establishment Phase</p>
<p>3.5 Develop voluntary design guidelines to “explain and illustrate the appropriate and inappropriate maintenance, repairs, and design approaches, and to provide an overview of the history of the municipality, its architectural styles, [and] a map of the district,” as defined by the excellent reference available from the PHMC web site, <i>Historic District Designation in Pennsylvania</i>, by Michael Lefevre.</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> i Use initial tours to develop historical overview, description of architectural styles, and a map of historic resources and development patterns ii Develop small topical brochures and make them available at the Township offices and Welcome Center, formatted in such a way that they can be assembled together into the guideline document 	<p>LMBT PA Historical and Museum Commission</p>	<p>FHWA Scenic Byway Program – Pennsylvania LUPTAP</p>	<p>Development Phase</p>

<p>3.6 Establish a “Good Design-Good Business” program to provide small matching grants for façade improvements, landscaping, and streetscape improvements on private land meeting guidelines. Recognize successful business participation along the Byway [NOTE: this may be more appropriate for the expanded Byway]</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> o Research potential funding streams that would yield \$25,000 per grantee for 50-50 matching grant program – may best be done as a program implemented County-wide, similar to Fairfax County, Virginia revitalization program for Route 1 (SFDC Façade Improvement Program) 	<p>Lehigh Valley Planning Commission Northampton County Economic Development Commission</p>	<p>Pennsylvania LUPTAP USDA</p>	<p>Sustaining Phase</p>
<p>Goal 4: Maintain the Character Defining Features of the Roadway Work with PennDOT and the Township to develop innovative approaches for balancing the wide range of needs for all roadway users including commuters, agricultural, heritage visitors, bicyclists, pedestrians, and neighbors while maintaining the character defining features of the Byway context.</p>			
<p>4. 1. Establish clear and direct lines of communication between PennDOT District Engineering Staff, PennDOT and County Bridge Engineering and Design staff, and Township officials to preserve, maintain, and/or enhance the rural character of the Byway corridor as projects and programs are implemented over time.</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> i. Establish a point within PennDOT’s Central and District offices using existing and available information management systems to flag the specific route segments that are designated as a Byway so that anyone that is doing work along a Byway will be able to identify it as such. ii. Establish a specific point of contact to represent the Byway in any notifications when work is proposed along a scenic Byway (could be the Transportation Planner for Lehigh Valley Planning Commission, for example) iii. Advocate for developing a set of process and design guidelines at a state level for doing work along a scenic Byway (PennDOT would take the lead) 	<p>PennDOT Lehigh Valley Planning Commission Northampton County LMBT</p>	<p>NA</p>	<p>Establishment Phase</p>
<p>4.2 Address speed and safety issues along the Byway by utilizing traffic calming techniques appropriate to a rural community to slow traffic approaching Martins Creek and Riverton, and generally along the Byway.</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> i. Seek initial planning studies to document the baseline traffic conditions (current operating speeds, design speed of existing roadway geometry and alignment and resulting areas where the operating speeds exceed the design speed); prepare preliminary traffic calming studies, and develop an overall traffic calming approach consistent with the scenic Byway corridor management plan. ii. Seek funds for implementation of the traffic calming measures including both short-term and long-term measures 	<p>PennDOT Lehigh Valley Planning Commission LMBT</p>	<p>Transportation Enhancement Program, PA: The following are eligible to apply for the Transportation Enhancement program:</p> <ul style="list-style-type: none"> o Governmental agencies o Municipalities o Not-for-profit organizations <p>Although it is not a requirement, non-governmental sponsors are encouraged to consider working through a local or county governmental entity.</p>	<p>Development Phase</p>

<p>4.3 Work directly with industrial sites whose trucks pass through the Township to identify ways in which the impacts of truck travel on Byway travel and adjoining neighborhoods can be minimized, including working with truckers to demonstrate how the traffic calming and/or roundabout (s) will benefit them and be accommodated in any traffic calming measures installed in the Township.</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> i. Undertake a truck traffic study to determine speed, origins and destinations of trucks (including Front Street, Route 611 and the local truck access to facilities on Martins Creek-Belvidere Highway), and capacity of existing structures to accommodate truck traffic (especially the Route 611 Bridge over Martins Creek) ii. Based on results of the study, consider options for better management of through truck travel including: a) working directly with trucking companies that are heavy users of Front Street and Route 611; b) consider options for alternative routing for trucks; and c) consider establishing a speed awareness zone for trucks with increasing fines for speeding through Martins Creek 	<p>PennDOT Lehigh Valley Planning Commission LMBT</p>		<p>Establishment Phase, Development Phase and Sustaining Phase</p>
<p>4.4 Utilize context sensitive solutions (CSS) and smart transportation principles as an approach to ensuring that future modifications to the roadway will retain the character defining features of the Byway route</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> i. Include the rational within the CMP for PennDOT, Northampton County, and the Township to utilize in applying the inherent flexibility found within AASHTO guidance (reference to CMP, in process) ii. Identify the types of treatment that are appropriate for various sections of the Byway (Preserve, Maintain, or Enhance the Character Defining Features of the Roadway) iii. Include design guidance for roadway related modifications within the CMP for reference when accomplishing future work along the Byway (reference to CMP, in process) iv. 	<p>PennDOT Lehigh Valley Planning Commission LMBT</p>		<p>Establishment Phase, Development Phase and Sustaining Phase</p>

<p>4.5 Develop a specific set of guidelines for Northampton County and the Township to utilize on future bridge replacement projects to ensure the preservation of the 1-lane bridges and rural road sections associated with the Little Creek segment of the Byway.</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> i. Identify specific bridges that still retain their historic integrity and identify those bridges for preservation planning ii. Identify specific bridges that have been modified and recommend treatments to either maintain the character defining features or enhance them as part of future maintenance projects on those bridges iii. Seek funding for preservation planning and prepare the preservation plans for high priority bridges iv. Use the Byway CMP guidance to communicate with Northampton County and PennDOT regarding other bridges on a case by case basis 	<p>PennDOT Lehigh Valley Planning Commission Northampton County LMBT</p>	<p>See Strategy 3.4, Preservation Planning</p>	<p>Establishment Phase, Development Phase and Sustaining Phase</p>
<p>4.6 Develop a specific set of guidelines for the Township to utilize in accommodating future growth in Martins Creek in a manner that will maintain its character defining features associated with its agricultural, industrial and river heritage, including access management, neighborhood infill development, community appearance issues, and environmental issues.</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> i. Based on the conceptual plans included within the CMP (see pages xxx) identify potential funding sources and prepare applications for the development of a community design plan that addresses the full range of transportation, land use, infrastructure, and community identity issues ii. Develop and adopt voluntary design guidelines that can be utilized to implement the community design plan over time iii. Evaluate the potential for creating a community development corporation or cooperative with the parcel owners as shareholders for the purpose of redeveloping land within the Township according to the plan 	<p>LMBT</p>	<p>- Your Town or Community and Countryside Workshop [NEA] PA DCED Urban Development http://newpa.com/sites/default/files/uploads/UrbanDevelopmentGuidelines2010.pdf</p>	<p>Establishment Phase, Development Phase and Sustaining Phase</p>

<p>4.7 Develop a system of pathways that link together the communities, historic sites and natural areas with the Delaware River in a manner consistent with the Township's Comprehensive Plan and the Lehigh Valley Greenways Plan and utilize the pathway system as a destination unto itself for visitors and residents alike.</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> i. Amend comprehensive plan to include the additional linkages identified in the Byway plan not already noted in the comprehensive plan (Three Church Hill to Martins Creek) ii. Prepare a trail development plan that includes preliminary design drawings for high priority trails connecting interpretive sites as described in Goal 5, below) 	<p>LMBT</p>	<ul style="list-style-type: none"> - FHWA Scenic Byway Program - Transportation Enhancement Recreational Trails Program - USDA Urban and Community Forestry Program - PADNR - C2P2 grants 	<p>Establishment Phase, Development Phase and Sustaining Phase</p>
<p>4.8 Utilize the pathway system as a means of telling the stories associated with the agricultural, river, and industrial heritage associated with the settlement of the Delaware River Valley.</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> i. Seek C2P2 Funding to implement a footpath/interpretive system from Sandt's Eddy to Martins Creek and Three Church Hill as the means of linking interpretive sites 	<p>LMBT PMHC</p>	<ul style="list-style-type: none"> - PADNR - C2P2 grants - Rec. Trails program - Transportation Enhancement Program 	<p>Development Phase</p>
<p>Use the Byway as a Tool for Economic Development GOAL 5: Establish the Byway as a rural economic development tool to extend visitor stays by coordinating the storytelling, interpretation and education associated with the region's agricultural and Delaware River heritage with its opportunities for nature-based recreation and related "farm to table" tours and tastings.</p>			
<p>5.1. Extend the reach of the designated state Byway and seek National Scenic Byway designation at a minimum from Easton to the Delaware Water Gap and preferably along the entire length of the Delaware River Scenic Drive and in New Jersey by extending the New Jersey Delaware River Valley Scenic Byway to Warren County and Old Mine Road</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> i. See Strategy 1.1 	<p>See Goal 1, Strategy #1</p>		<p>Establishment Phase, Development Phase and Sustaining Phase</p>
<p>5.2. Focus marketing activities on Touring/Special Event and Outdoor segments of the tourism market</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> i. Work regionally through Discover Lehigh to identify potential regional outdoor events that could be linked with the Byway (<i>reference to CMP, in process</i>) ii. Prepare a tear off map and guide featuring scenic touring routes along the Delaware River (identify the desired extended Byway route and market it as a Lehigh Valley touring route until such time as it is designated as a National Scenic Byway (see Byway context map for recommended route) iii. Work with Delaware River townships to market a "discover the Heritage of the Delaware River" experience-based marketing program through Discover Lehigh Valley 	<p>Discover Lehigh Valley Participating Townships Delaware River organizations</p>	<p>Act 50 of 2008, provides funding for regional marketing partnership organizations in two categories: place- and experience-based. Place-based organizations work to promote a specific region of the state while experience-based organizations promote a unique experience or activity.</p>	<p>Establishment Phase</p>

<p>5.3 Tie in Lower Mt. Bethel Township to the overall Delaware River experience and expand the range of human-powered outdoor recreation experiences and visitor facilities</p> <ul style="list-style-type: none"> ▪ Outdoor experience – boating, fishing, hiking, possibly camping? ▪ Touring experience – link together with other townships to create food (farm to table) and wine tours, water trails, bicycle tours and other long-distance trail opportunities (such as “Inn to Inn Bicycle or Water-trail touring”); geocaching ▪ Events – linking together events – such as “River Fests”, fishing tournaments, concert music series <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Seek funding for planning money on a regional basis for a joint event utilizing the Township Welcome Center and Recreational Park as an outdoor venue such as a part of a sequential concert series, river-related event, or recreational event such as a soccer tournament (also see house tour strategy 3.1) ii. Carry out the event on a trial basis and then determine the feasibility of establishing it as an annual event. 	<p>LMBT Discover Lehigh Delaware River organizations (see Commonwaters Program) NPS</p>	<p>- Mid Atlantic Arts Foundation http://www.midatlanticarts.org/funding/pat_presentation/ind ex.html</p>	<p>Establishment Phase</p>
<p>5.4 Use mobile technology to promote Delaware River Corridor – e.g. capture the “what am I looking at” and “what’s near here” applications for visitor accommodations, nearby attractions, etc. using a “Delaware River App”</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. See interpretive strategies, below 	<p>Discover Lehigh Valley Participating Townships Delaware River organizations</p>	<p>PA DECD The Community and Business Assistance Program http://newpa.com/sites/default/files/uploads/communityandbusinessdevelopment_guidelines_2010.pdf Also Act 50 funding</p>	<p>Establishment Phase and Development Phase</p>
<p>5.5 Establish (or expand upon the existing) Delaware River Tourism Ambassadors Program and Delaware River Site Certification Program – establish a certified tourism ambassadors and site certification program that provides education to front-line hospitality providers on the natural and cultural history of the Delaware River, on river guide services, and to provide training related to enhancing visitor services and experiences at existing hotels, restaurants, and attractions [best accomplished for extended Byway]</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Seek workforce training funds for the Lehigh Valley focusing on heritage- nature- and agri-tourism businesses to develop a hospitality training program through Northampton Community College 	<p>Discover Lehigh Valley Participating Townships Delaware River organizations</p>	<p>Community and Business Development Program http://newpa.com/sites/default/files/uploads/communityandbusinessdevelopment_guidelines_2010.pdf</p>	<p>Establishment Phase and Development Phase</p>
<p>5.6 Host travel and education writers press trips to showcase the Byway to generate media awareness of the Delaware River Valley Scenic Byway</p> <ul style="list-style-type: none"> i. Host a series of press trips. Invited media will include writers, photographers and broadcasters from within the region and travel writers and photographers from targeted visitor states of origin. ii. Focus press trips around from late spring to fall harvest 	<p>Discover Lehigh Valley Participating Townships Delaware River organizations</p>	<p>Act 50 of 2008 – through Lehigh Valley tourism promotion</p>	<p>Development Phase</p>

<p>5.7 As part of the overall enhancement program for the Byway improve the overall appearance and impression of Martins Creek and Riverton and establish a more welcoming environment for visitors at the existing hospitality businesses.</p> <p><u>Implementation Steps</u> i. See 4.6, to prepare a community design plan that identified recommended enhancements based on CMP framework (<i>reference to CMP, in process</i>)</p>	<p>LMBT</p>	<p>Northampton County Streetscapes Amenity Fund http://www.northamptoncounty.org/northampton/cwp/view.asp?a=1542&q=623682</p>	<p>Development Phase</p>
<p>5.8 Utilize the Byway management plan and the implementation of the marketing measures noted above to manage the positive benefits of heritage-, agricultural-, and nature-based tourism and balancing the level of tourism related programming with the capacity of the community to support it.</p> <p><u>Implementation Steps</u> i. As that capacity grows with more trails, enhanced hospitality, and increased interpretation and education associated with its historic, agricultural and natural resources, then more events and activities can be programmed over time.</p>	<p>LMBT and participating Townships</p>	<p>NA</p>	<p>Sustaining Phase</p>
<p>5.9 Visual and Graphic identity: Develop a graphic identity for Delaware River interpretive signage, wayfinding signage, and graphic content as a means of linking together the various independent sites with their common themes and presentations. [Need to correlate with Delaware River Signage Program at http://www.delrivgreenway.org/pdf/Water%20Trail%20sign%20design%20alternatives.pdf</p> <p><u>Implementation Steps:</u> i. Apply for scenic Byway program funds ii. Hire a consultant and establish a regional task force of key stakeholders including agency, educational, and visitor attractions representatives iii. Working with task force, inventory existing interpretive signage, wayfinding and other graphic content to determine visual and graphic identity needs iv. Conduct program development work sessions with the task force to identify the types of media and communication that will be utilized to convey the educational and informational messages to Byway travelers v. Develop prototypes for each type of media and method (e.g. tear-off maps, wayside panels, visitor information kiosk, web page, video/audio files, etc.) vi. Develop a master site location map for signs and interpretation vii. Develop and distribute a design manual for use by individual sites participating in the Byway touring program</p>	<p>Discover Lehigh Valley – tie in with existing signage programs for Delaware River PennDOT</p>	<p>- FHWA Scenic Byway Program - Transportation Enhancement</p>	<p>Establishment Phase</p>
<p>5.10 Create a comprehensive interpretive plan for the extended Byway (in combination with 5.9):</p> <p><u>Implementation Steps:</u> i. Apply for grant funding to support the development of the plan for the entire Byway ii. Hire a consultant and establish a regional task force of key stakeholders including</p>	<p>LMBT Discover Lehigh Valley Participating Townships/Historical Societies and Small Museums Delaware River organizations</p>	<p>- FHWA Scenic Byway Program</p>	<p>Establishment Phase</p>

<p>agency, educational and visitor attractions representatives</p> <p>iii. Develop inventory to include evaluation of full-service, limited, and self-guided sites and attractions for the entire extended Byway area;</p> <p>iv. Develop overall conceptual framework to include: a. purpose and significance; b. visitor experience goals; c. themes and subthemes incorporating tangible/intangible meanings/universal concepts; d. assessment of existing interpretive personal services, facilities, and media; e. conditions; f. visitor profiles</p> <p>v. Develop interpretive sequences for implementation to link together groups of interpretive projects into easily implemented and funded annual programs. Annual programs should be tied to and supportive of new product development (educational programs, self-guided itineraries, commemorative and other special events, etc.)</p> <p>vi. Using visual and graphic identity to develop specific implementation packages for installation for each sequence identified (could be design – build)</p>			
<p>5.11 Presentation of the Delaware River story Based on the results of 5.9 above, create interpretive content and media to present the overall Delaware River story, to set the interpretation of individual sites and attractions in context, and to create bridging storylines between sites. Present the overall story on a new Byway website, in publications, and through technology assisted media such as GPS and Mobile Phone, etc.</p> <p><u>Implementation Steps:</u></p> <p>i. Seek funding for delivery, installation, management, monitoring and maintaining interpretive content as per the interpretive master plan</p> <p>ii. Seek funding for the assessment and management of collections in the various small museums found within the area</p> <p>iii. Provide technical assistance to individual sites with implementation utilizing the resources developed as part of the visual and graphic identity, and the interpretive master plan (may require hiring a circuit rider to serve as a roving interpretive planner, designer, and installer).</p>	<p>LMBT Discover Lehigh Valley Participating Townships/Historical Societies and Small Museums Delaware River organizations</p>	<p>- Museum Assessment Program (MAP) [see http://www.imls.gov/applicants/grants/museumAssessment.shtm]</p> <p>- Institute of Museum and Library Services – conservation project support</p> <p>- Preserve America Program (pending reauthorization)</p> <p>- FHWA Scenic Byway Program</p>	<p>Development Phase</p>
<p>5.12 Develop new programs featuring regional crafts, produce, dining, wines, and other experiential approaches to interpreting the Lehigh Valley region as a distinct identity. Support the production and coordinate the marketing and sale of regional crafts and produce, such as the region’s wines, apple products, etc. Support stores in downtown areas that feature local crafts and produce.</p>	<p>LMBT Discover Lehigh Valley Participating Townships/Historical Societies and Small Museums Delaware River organizations</p>	<p>USDA Regional Marketing Grants USDA Rural Cooperative Development Program</p>	<p>Development Phase</p>