

Strategy or Action	Potential Partners	Potential Funding Sources	Phase
<p><b>GOAL 1: Preservation and Conservation of the Byway's Intrinsic Qualities (Based on AC Meeting #2, July 2010)</b>                      Plan for and implement character defining measures that will ensure that the Byway's character defining features will be maintained including its related historic sites, landscapes, towns and shorelines.</p>			
<p><b>1.1 Adopt the byway management plan as an amendment to each locality's comprehensive plan, and if appropriate, to existing preservation and open space plans.</b></p> <p><u>Implementation Steps:</u></p> <p>i. County planning staff to prepare draft language for adoption in the Comprehensive Plan and include official map showing locations of views and historic sites. Include language as part of the Planning Commission and BOCC public hearings and resolutions. Include language in the resolution that links the character defining of the Byway's intrinsic qualities to the economic benefits of heritage and nature-based tourism opportunities in each county</p> <p>ii. Representatives from the Byway advisory committee within each locality to monitor and support request for adoption as needed (Byway presentation to be made available as part of the CMP for this purpose)</p>	<ul style="list-style-type: none"> <li>• County and municipal governments</li> <li>• Byway advisory committee members</li> </ul>		Establishment Phase
<p><b>1.2 Develop a data-sharing system to maintain and continually update the GIS inventory of intrinsic qualities and existing protected lands.</b></p> <p><u>Implementation Steps:</u></p> <p>i. Establish data sharing methodology with local governments, ESRGDC, MDP and DNR, including MET, to continue to update data and to agree upon a location for a "home room" for the data base to include Byway data</p> <p>ii. Establish a permanent position for a data base manager (position may be split with multiple organizations) whose duties will include supporting, maintaining, and utilizing the GIS data for the benefit of the Byway and all three heritage areas in the nine-county region</p>	State Agencies and other Data providers: - MDP, DNR, MET, MHT - Eastern Shore Regional GIS Data Committee - Additional county data bases	<ul style="list-style-type: none"> <li>• ESRI Conservation Grants  <a href="http://www.esri.com/grants/">http://www.esri.com/grants/</a></li> <li>• Transportation Enhancement Program</li> </ul>	Establishment Phase
<p><b>1.3 Share and transmit conservation priorities with partner organizations' data sets and work plans for conservation action.</b></p> <p><u>Implementation Steps:</u></p> <p>i. Share GIS viewshed maps of Byway corridor (Appendix 1, Map 4) with the Eastern Shore Land Conservancy, Maryland Environmental Trust, Maryland DNR, and MDP, and each County</p> <p>ii. Request that MDP and DNR incorporate Byway viewshed mapping into GreenPRINT, AgPRINT, and GrowthPRINT maps, along with Maryland Environmental Trust</p> <p>iii. Request that Caroline, Dorchester, Queen Anne's and Talbot counties adopt Byway conservation priorities into their comprehensive plans and land preservation, open space, and recreation plans</p>	<ul style="list-style-type: none"> <li>• State agencies, county and municipal governments, land trusts</li> </ul>	See above	Establishment Phase

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<p><b>1.4 Work with local land trusts and preservation organizations to utilize the Byway to leverage conservation and preservation opportunities, and work with property owners who are willing and interested to participate on a voluntary basis.</b></p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i. Maintain a master list and calendar of funding opportunities for conservation activities. (See Chapter 5: Implementation)</li> <li>ii. Identify potential and high priority conservation parcels whose owners are willing to consider offers for conservation easements</li> <li>iii. Prepare conservation easement packages that describe each of the priorities and the public benefits associated with the desired easement, including a property owner brochure on the potential benefits to the owner</li> </ul>	<ul style="list-style-type: none"> <li>• Byway committee, land trusts</li> </ul>	<p>FY 2012 Byway grants, or FY2012 transportation grants with livability emphasis</p>	<p>All Phases</p>
<p><b>1.5 Utilize the Byway as leverage for existing tools for protecting character defining resources that are available in each of the counties and at the state level to achieve similar goals, with a particular emphasis on Chesapeake Bay Conservation Programs, Farmland Preservation Programs, sustainable agriculture programs (emphasizing assistance to young farmers and historic preservation opportunities associated with maritime and agricultural heritage). Local overlay zones for the Byway corridor should be considered for areas without significant resources, especially at the edges of towns and unincorporated villages that are vulnerable to poorly planned development, as a means of guiding that development in a manner to help maintain and enhance the character defining features of the Byway.</b></p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i. First, determine which of the state conservation priorities and programs will benefit the Byway and identify ways in which the Byway can help to call attention to local and state agricultural and natural resource conservation programs</li> <li>ii. Utilize the Byway to promote agri-tourism, “farm to table” marketing and promotions, and sustainable agriculture programs as a means of assisting young farmers (see marketing strategies)</li> <li>iii. Utilize existing Eastern Shore Rural Legacy Areas to seek out projects supporting local food supply and young farmers to help build healthy communities and access to local food</li> <li>iv. Identify and pursue opportunities for preservation, conservation and enhancement activities that qualify for Chesapeake Bay programs, focusing on those highly visible types of water quality projects that can be interpreted to the public for educational purposes</li> <li>v. Working with communities that are currently developing plans for villages and small towns, develop a prototype for design guidelines that can be utilized by others as a means of guiding future land use at the edges of towns and villages (See page 81)</li> </ul>	<ul style="list-style-type: none"> <li>• State and local government</li> <li>• Resource Conservation District</li> <li>• Young farmers seeking opportunities can check out innovative financing resources through Maryland Agricultural and Resource-Based Industry Development Corporation (MARBIDCO) and land protection opportunities through the Maryland Agricultural Land Preservation Foundation (MALPF).</li> </ul>	<p>The Coastal and Estuarine Land Conservation Program  Maryland GreenPrint and AgPrint related programs  LANDOWNER PROGRAMS [see <a href="http://www.privatelandownersnetwork.org">http://www.privatelandownersnetwork.org</a>]  <u>USDA/FSA Programs</u></p> <ul style="list-style-type: none"> <li>○ Conservation Reserve Program</li> <li>○ CP33 Habitat Buffers for Upland Birds</li> </ul> <p><u>NRCS Funding Resources</u></p> <ul style="list-style-type: none"> <li>○ Agricultural Management Assistance</li> <li>○ Environmental Quality Incentives Program</li> <li>○ Farmland Protection Program [<a href="http://www.nrcs.usda.gov/programs/fpp/">http://www.nrcs.usda.gov/programs/fpp/</a>]</li> </ul> <p><u>U.S. Fish &amp; Wildlife Service Funding &amp; Technical Resources</u></p> <ul style="list-style-type: none"> <li>○ Partners For Fish And Wildlife Program - National</li> <li>○ Private Stewardship Grants Program</li> </ul> <p><u>Other Programs</u></p> <ul style="list-style-type: none"> <li>○ National Fish and Wildlife Foundation</li> </ul>	<p>All Phases</p>

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<p><b>1.6 Develop an appropriate organizational structure that will facilitate advocacy on behalf of the Byway and speak up for the Byway’s interests on major regional projects that will potentially impact the character defining features of the Byway (such as utility transmission lines, federally funded transportation investments, amendments to growth and sewer service areas, etc.).</b></p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i. High voltage transmission lines – the portion of the MAPP alignment between the Vienna and Indian River substation, will have a significant impact on the linkage between Michener’s Chesapeake Country and the Blue Crab Byway. This should be communicated at state hearings scheduled for late May</li> <li>ii. Communication towers – see Appendix 2 for description of existing local government policies on communication tower siting and make sure that the Byway viewshed maps are identified as a resource for siting towers and avoiding visually prominent areas along the Byway</li> <li>iii. Large scale development projects – see Map 10 to identify existing developed areas and planned growth areas along the Byway. Guidelines should be adopted by localities to ensure that new development in these areas is sensitive to and maintains the character defining features of the Byway route</li> </ul>	<ul style="list-style-type: none"> <li>• State and local conservation and preservation organizations</li> </ul>	<p>Participate through cooperative efforts and donated time to partner organizations and local government</p>	<p>All Phases</p>
<p><b>1.7 Use the latest available mapping and technology to address preservation and conservation issues related to potential sea level rise to ensure that the Byway is considered in all future deliberations regarding local, state and federal actions associated with potential sea level rise.</b></p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i. Blackwater National Wildlife Refuge – monitor and support efforts there to restore wetland functions lost to sea level rise</li> <li>ii. Identify conservation priorities that overlap with priorities for sea level rise adaptation and wetland creation</li> </ul>	<p>“The Maryland Chesapeake &amp; Coastal Program, administered by the Maryland Department of Natural Resources, is a partnership among local, regional and state agencies. The Program collaborates with many private organizations, such as local land trusts and economic development groups. Through this networked approach, no one agency or department is responsible for Maryland’s entire coast. Rather, all partners help to ensure its proper management.”<sup>1</sup></p>	<p>Maryland’s Coast Smart Communities See <a href="http://www.cakex.org/case-studies/2799">http://www.cakex.org/case-studies/2799</a></p>	<p>Sustaining Phase</p>

<sup>1</sup> <http://www.dnr.state.md.us/ccp/index.asp>, accessed 03/17/11  
 Michener’s Chesapeake Scenic Byway Corridor Management Plan

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<p><b>1.8 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. Non CLG’s may apply for other MHT grant programs.</b></p> <p>All designated Anchor (full service visitor attractions with interpretation, facilities, group tour accommodations, and on-site hosts) and Secondary sites (primarily self-guided sites with limited or no facilities) should have a preservation plan in place within five years.</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i Inventory sites to determine status of preservation plans. Collect those that are available, especially those that are exemplary for use by others to emulate</li> <li>ii Use results of this inventory to seek funding for preservation plans for those sites that do not have them, or for those sites whose plans need to be updated</li> <li>iii Consider applying for CLG status to increase the range of programs and actions available to jurisdictions to preserve historic resources important to the Byway</li> </ul>	<p>Talbot County (Dorchester, Caroline and Queen Anne’s would need to become CLG’s.)</p>	<p>CLG Grants  <a href="http://mht.maryland.gov/grants_clg.html">http://mht.maryland.gov/grants_clg.html</a></p> <ul style="list-style-type: none"> <li>• Maryland Historical Trust</li> <li>• Maryland Capital and Non-Capital Historic Preservation Grant Programs</li> <li>• The Historic Preservation Loan Program</li> <li>• American Battlefield Protection Program (3 million dollars available in FY 2009 for all applicants)</li> <li>• National Trust for Historic Preservation, Preservation Services Fund  <a href="http://www.preservationnation.org/resources/find-funding/nonprofit-public-funding.html">http://www.preservationnation.org/resources/find-funding/nonprofit-public-funding.html</a></li> </ul>	<p>Sustaining Phase</p>
<p><b>1.9 Preservation Tax Credits - Provide technical and financial assistance to those that own historic properties but do not have the resources, nor the knowledge, to rehabilitate those properties.</b></p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i Seek funds to support a “circuit rider” to work with historic sites (would be heritage area- wide or region-wide, not just Byway) to provide advice on best methods of utilizing preservation tax credits</li> <li>ii Consider feasibility of establishing a method of syndicating tax benefits region-wide through an existing community investment corporation (such as the National Trust form Historic Preservation’s Community Investment Corporation)</li> </ul>	<p>Maryland Historic Trust                      Preservation Maryland                      National Trust CIC <a href="http://ntcicfunds.com/">http://ntcicfunds.com/</a></p>	<p>CLG Grants  <a href="http://mht.maryland.gov/grants_clg.html">http://mht.maryland.gov/grants_clg.html</a></p>	<p>Sustaining Phase</p>
<p><b>1.10 Establish Historic Preservation Priorities</b>  <b>Develop a list of conservation and preservation priorities based on criteria that are consistent with potential partner organizations.</b></p>	<p>Byway committee, local historic societies and state preservation organizations</p>		<p>Sustaining Phase</p>

**GOAL 2: Enhancing the Byway (Based on AC Meeting #3, September 2010)**  
 Expand both the number and quality of Byway facilities, as needed, to interpret the region’s Agricultural and Maritime Heritage, and provide a distinctive and compelling travel experience. Byway facilities might include the expansion of public access to natural areas, soft landings for hand carried watercraft, and opportunities for supporting non-motorized recreational activities.

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<p><b>2.1 Develop the necessary visitor facilities to establish an identity for the Byway route, especially at critical gateway locations and identified destinations at the ends of branches and side tracks to improve visitor experience and satisfaction. Potential enhancements to visitor facilities include:</b></p> <p><u>Gateways and Visitor Centers</u>                      Gateway Opportunity at Chesapeake College                      Captain John Smith Center- Vienna</p> <p><u>Visitor Information Kiosks</u></p> <ul style="list-style-type: none"> <li>o Kiosk at Park and Ride- Wye Mills, MD 662 &amp; MD 404, across from Wye Grist Mill</li> <li>o Kiosk at Park and Ride- Easton, US 50, south of Clearview Rd.</li> <li>o Kiosk at Park and Ride- Trappe, Barber Rd., Howell Point Rd., US 50</li> </ul> <p><u>Destinations Related to Water Access Along the Byway</u></p> <ul style="list-style-type: none"> <li>o See Map 6, Appendix 1 for locations</li> </ul> <p><u>Destinations Along the Byway</u></p> <ul style="list-style-type: none"> <li>o Wye Mills (various sites)</li> <li>o Federalsburg Visitor Facilities (various sites)</li> <li>o Exeter Wayside (DNR owned site)</li> <li>o Restore Handsell</li> <li>o City of Cambridge Waterfront (various sites)</li> <li>o Choptank River Lighthouse</li> <li>o Richardson Maritime Museum- Cambridge, High St.</li> </ul> <p><u>Destinations Along Branches or Side Tracks</u></p> <ul style="list-style-type: none"> <li>o Bellevue at the Oxford-Bellevue Ferry Landing- Bellevue</li> <li>o Oxford Visitor Facilities (various sites)</li> <li>o John Wesley Methodist Episcopal Church, MD 333, Oxford Neck</li> <li>o Black Walnut Point - Pull-off on Tilghman Island Rd.</li> <li>o Tilghman Watermen's Museum- Tilghman Island Rd. &amp; Phillips Rd.</li> <li>o Tilghman Pedestrian Safety</li> <li>o Dover Bridge Sidetrack- MD 331</li> <li>o Friendship Hall- East New Market, Railroad Ave.</li> <li>o Interpretation at end of Hudson Sidetrack- Hudson, Hudson Rd.</li> <li>o Interpretation at end of Hoopersville Sidetrack- Hoopersville, Hooper Island Rd.</li> <li>o Interpretation at end of Elliot Sidetrack- Elliot, End of Wharf Rd.</li> </ul> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i. Develop concept development plans and budgets for high priority sites as leverage in pursuit of funding (See Appendix 3, Concept Plans, for example)</li> <li>ii. For sites with high potential for interpretation, develop preliminary design documents suitable for use in gaining design-build bids installation</li> </ul>	<ul style="list-style-type: none"> <li>• Maryland Department of Natural Resources</li> <li>• Local government</li> <li>• State Highway Administration, Office of Environmental Design</li> <li>• Civic organizations and other volunteer groups</li> </ul>	<p>FHWA Transportation Enhancement Programs, as consolidated in FY 2012 budget reauthorization (livability programs)</p> <p>TE Projects in Maryland - Any project sponsored by a nongovernmental agency, organization, or individual must have a government agency as a cosponsor. In these cases, SHA holds the government agency accountable for all aspects of the project, even if the nongovernmental agency will be executing the majority of the sponsor's responsibilities.</p>	<p>Development Phase</p>

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<p><b>2.2 Develop plans for enhancing the roadside quality of areas at the edges of existing towns where the route no longer retains its natural, agricultural or historical integrity.</b></p> <ul style="list-style-type: none"> <li>• Cambridge, US 50/ Crusader Rd. – Commercial Area</li> <li>• Cambridge, US 50/ Maryland Ave.- Commercial Area</li> <li>• Cambridge, Washington St. / MD 343 at Pine St. and Center St. – Commercial/Residential Area</li> <li>• Cambridge, Leonards Ln., Washington St./ MD 343, Industrial Facility-</li> <li>• Vienna, US 50, Gay St., Rhodesdale-Vienna Rd. -Commercial Intersection</li> <li>• Federalsburg, MD 315/Denton Rd. and Bloomingdale Ave. – Intersection</li> <li>• Denton, South of Denton – Commercial Area</li> <li>• Denton, MD 404 &amp; MD 328 – Intersection</li> <li>• Eldorado- Intersection of MD 392 and MD 313</li> </ul> <p><u>Implementation Steps:</u></p> <ol style="list-style-type: none"> <li>i. Develop concept plans and budgets for high priority locations (See Chapter 5, Implementation for recommended criteria)</li> <li>ii. Identify opportunities associated with SHA’s efforts to reduce pavement to achieve TMDL (pollution-reducing) goals for the Chesapeake Bay (See Strategy 5.4)</li> <li>iii. Identify opportunities for localities to apply for urban greening grants through the Chesapeake Bay Trust (July 2010 was last deadline)</li> <li>iv. For larger project areas (US 50 in Cambridge and commercial corridor south of Denton) see Strategy 5.5,page 126</li> </ol>	<ul style="list-style-type: none"> <li>• Maryland Department of Natural Resources</li> <li>• Local government</li> <li>• State Highway Administration, Office of Environmental Design</li> <li>• Civic organizations and other volunteer groups (e.g. Route 50 Corridor)</li> </ul>	<p>Chesapeake Bay Trust (<a href="http://www.cbtrust.org/site/c.miJPKXP CJnH/b.5587535/k.9FEC/Grant_Forms.htm">http://www.cbtrust.org/site/c.miJPKXP CJnH/b.5587535/k.9FEC/Grant_Forms.htm</a>)</p> <ul style="list-style-type: none"> <li>• Urban Greening Grant Program</li> <li>• Mini Grant</li> <li>• FHWA Transportation Enhancement Programs, as consolidated in FY 2012 budget reauthorization (livability programs)</li> </ul> <p>TE Projects in Maryland - Any project sponsored by a nongovernmental agency, organization, or individual must have a government agency as a cosponsor. In these cases, SHA holds the government agency accountable for all aspects of the project, even if the nongovernmental agency will be executing the majority of the sponsor’s responsibilities.</p>	<p>Sustaining Phase</p>

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<p><b>2.3 Work with utility and telecommunication companies to screen and/or beautify existing installations and to improve planning for future installations to minimize impact to the Byway.</b></p> <ul style="list-style-type: none"> <li>• Substation- MD 33 East approaching St. Michaels</li> <li>• Substation- Alms House Rd.</li> <li>• Utility Towers- Vienna, visible from US 50 bridge heading to Vienna</li> <li>• Utility Tower- Federalsburg, visible from MD 313</li> <li>• MAPP proposed route crossing Byway near Vienna</li> </ul> <p><u>Implementation Steps:</u></p> <ol style="list-style-type: none"> <li>i. Contact the utility companies to determine their planting policy underneath and within their rights-of-way (See Appendix 2 for information about the type of planting that can be utilized to screen rights-of-way at roadside crossings.)</li> <li>ii. Consider small grants for planting programs or work with utility companies to implement screening efforts</li> </ol>	<ul style="list-style-type: none"> <li>• Utility Companies</li> <li>• Local government</li> <li>• State Highway Administration, Office of Environmental Design</li> <li>• Civic organizations and other volunteer groups</li> </ul>	<p><i>Funding from non-profit foundations is required to establish a communication budget</i></p> <ul style="list-style-type: none"> <li>• <i>Conservation Fund</i> <a href="http://www.conservationfund.org/kodak_awards">http://www.conservationfund.org/kodak_awards</a></li> </ul>	<p>Sustaining Phase</p>
<p><b>2.4 Work with localities, SHA and private landowners to remove existing billboards and out-of-scale signage and enforce the prohibition of constructing new billboards.</b></p> <ul style="list-style-type: none"> <li>• Billboards- Mardela Springs, US 50 West heading to Vienna, (connecting route to Blue Crab Scenic Byway)</li> <li>• Large Black Sign in Median- US 50 between Wye Mills and Easton, in the median</li> </ul> <p><u>Implementation Steps:</u></p> <ol style="list-style-type: none"> <li>i. Determine jurisdiction of billboard and whether or not the billboard is visible from a federal-aid primary (FAP) or National Highway System (NHS) segment. (See Map 9, Appendix 1)</li> <li>ii. If visible from FAP or NHS route, contact SHA for remedy</li> <li>iii. If visible from non-FAP or non-NHS route, contact jurisdiction for remedy</li> </ol>	<ul style="list-style-type: none"> <li>• Local government</li> <li>• State Highway Administration</li> </ul>	<p><i>Amortization of billboards is still allowed on non-NHS and non-Federal Aid Primary Routes</i></p>	<p>Sustaining Phase</p>

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<p><b>2.5 Design Guidelines for Livability and Sustainability:</b>  <b>Placing the Byway into its community context is an important first step for ensuring that its future management is consistent with the visions and goals of the communities through which it passes. Examples might include</b></p> <p><u>Urban and Village Sections</u></p> <ul style="list-style-type: none"> <li>• Encourage sidewalks with street tree plantings</li> <li>• Encourage the use of signs that are in keeping with the adjacent architecture in color, lighting, scale and materials.</li> <li>• Use tree and landscape plantings to screen certain areas</li> <li>• Add crosswalks and landscaped medians to encourage walking</li> <li>• Consider off street parking behind buildings</li> <li>• In historic villages be sensitive to the specific history period in designing buildings</li> <li>• In villages site new buildings in keeping with setbacks of existing buildings</li> <li>• Include bike lanes whenever feasible</li> </ul> <p><u>Rural /Suburban Sections</u></p> <ul style="list-style-type: none"> <li>• encourage compact development patterns that preserve the overall form and character of the natural landscape features</li> <li>• retain the pastoral character of open scenic areas</li> <li>• encourage placement of new homes in places where they are less visible from the road avoiding, where feasible, the ridge lines and the middle of open fields</li> <li>• encourage placement of homes and driveways that follow the contours of the land</li> <li>• encourage the use of cluster or open space design patterns to retain the character of open fields and adjacent woodlands while accommodating the same amount of development (or more when considering the use of bonus density)</li> <li>• encourage the use of narrow access drives to minimize the amount of tree clearing required for new residential construction</li> <li>• work with developers and community associations to ensure that gatehouses, fences, and other security measures are appropriately scaled, screened where necessary, and otherwise made to fit within the scale and context of this historic landscape</li> </ul> <p><u>Implementation Steps:</u></p> <ol style="list-style-type: none"> <li>i. Seek funding to prepare community design guidelines paying particular attention to the livability and sustainability programs of the HUD-DOT-EPA Partnership</li> <li>ii. Form a Byway design guideline subcommittee with a range of stakeholders</li> <li>iii. Set up a series of topical meetings to be held jointly with all jurisdictions:</li> <li>iv. Review existing design guidelines and design issues - Develop draft guidelines for specific issues - Review with planning commissions - Adopt amendments or new guidelines</li> <li>v. Work with each jurisdiction to determine an appropriate implementation mechanism for applying guidelines</li> </ol>	<ul style="list-style-type: none"> <li>• Main Street Communities (Easton, Denton, Cambridge)</li> <li>• Other Local government (planning commissions, economic development commissions, boards and commissions as appropriate)</li> <li>• State Highway Administration, Office of Environmental Design</li> <li>• Civic organizations and other volunteer groups</li> </ul>	<p>- Your Town or Community and Countryside Workshop[s] - NEA</p> <p>The Maryland Department of Housing &amp; Community Development offers several funding and technical assistance programs that support historic preservation projects.</p> <p>Main Street Maryland</p> <p>Community Legacy</p> <p>Neighborhood Business Works</p>	<p>Sustaining Phase</p>

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<b>GOAL 3: Heritage, Agricultural and Eco-Tourism (Based on AC Meeting #4, October 2010)</b>			
Establish the Byway as tool to extend visitor stays by coordinating the storytelling, interpretation and education associated with the region’s maritime heritage with its opportunities for outdoor recreation and related “farm to table” tours and tastings.			
<p><b>3.1 Reposition the current Chesapeake Country National Scenic Byway on the Upper Shore, Michener’s Chesapeake, and Blue Crab into a single Chesapeake Country Scenic Byway from Cecil County to Crisfield.</b></p> <p>Representatives from each agency involved with the Chesapeake Country Scenic Byway (tourism offices, heritage areas, planning agencies) should agree to form an ad hoc working group to plan for enhancements to the visitor experience and for promoting the Byway, using this framework</p> <ul style="list-style-type: none"> <li>• Each group representing a section of the Byway would continue to manage its own region, but come together for a minimum of an annual meeting to plan for the upcoming year’s grant applications (and preferably at least twice yearly), marketing efforts, and coordination and scheduling of events. The group would also coordinate with the Maryland Office of Tourism to maximize tourism promotions. (See Chapter 5 for a description of how this could be organized)</li> <li>• The Michener and Blue Crab routes would be nominated together for National Scenic Byway designation as an extension of the existing Chesapeake Country National Scenic Byway.</li> <li>• The Blue Crab Byway would be broken into two byways: A continuation of Chesapeake Country National Scenic Byway from Vienna to Crisfield, to continue under the name “Blue Crab” (route or byway depending on context), and a coastal heritage byway route linking Virginia, Maryland and Delaware (Delmarva or “Cape to Cape”).</li> <li>• The links between the Chesapeake Country and “Cape to Cape” byways would be the Beach to Bay Indian Trail, a National Recreation Trail designated through a National Park Service program, plus a second link across Delaware through Sussex County, to be developed</li> </ul> <p><u>Implementation Steps:</u></p> <ol style="list-style-type: none"> <li>All three byways – Chesapeake Country, Michener’s Chesapeake and Blue Crab – will be incorporated into one byway with the name Chesapeake Country, and when designated be referred to as Chesapeake Country National Scenic Byway. Under this “umbrella” name, promotions can then be directed to three regions                         <ul style="list-style-type: none"> <li>▪ Chesapeake Country Scenic Byway: Explore the Upper Shore</li> <li>▪ Chesapeake Country Scenic Byway: Discover Michener’s Maryland</li> <li>▪ Chesapeake Country Scenic Byway: Follow the Blue Crab Route</li> </ul> </li> <li>Organize a regional cooperative network. As a maturing tourism district that has made great strides in organizing heritage areas and scenic byways, it is important for the successful promotion of the Byway that a regional cooperative network be established</li> <li>Apply for marketing grant – possibly through rural economic development programs</li> </ol>	<p>Nine-county Eastern Shore region, three heritage areas, Eastern Shore RC&amp;D</p> <p>Maryland Office of Tourism Development</p> <p>County Tourism offices</p>	<p>The Maryland Heritage Areas Program offers marketing grants that are submitted jointly by Heritage Areas and DMOs. (See Section 4.4 of the strategic plan.) Grants of up to \$50,000 are available for use in advertising placement, participation in consumer and travel trade shows, printed materials/collateral and website development.</p>	<p>Establishment Phase</p>

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<p><b>3.2 Develop a Marketing Plan</b>  <u>Implementation Steps:</u>                      i. Once the network has developed a Chesapeake Country Scenic Byway marketing plan, the next step will be to apply for funds to implement the plan.</p>	<p>Maryland Office of Tourism Development                       County Tourism offices</p>	<p>Rural Business Opportunity Grants (USDA)  <a href="http://www.rurdev.usda.gov/rbs/coops/rbog.htm">http://www.rurdev.usda.gov/rbs/coops/rbog.htm</a></p>	<p>Establishment Phase</p>
<p><b>3.3 Develop Websites</b>  <u>Implementation Steps:</u>                      i. Add links to all county tourism websites with an introduction inviting visitors to explore the region by traveling the Byway                      ii. The Blue Crab Byway website can either be linked to the Chesapeake Country Scenic Byway sites or the information on the site can be incorporated into the main website                      iii. The Byway's homepage will introduce the Byway using language that reflects the characteristics that respondents in Maryland's byways research study said they wanted in a byway travel experience (great place for learning and discovery, offers real adventure, interesting historic areas and attractions, etc.)                      iv. The list of Byway attributes found on the homepage (Maryland's first nationally designated scenic byway, working landscapes and waterfronts, historic town centers, pristine natural areas, historic main streets, fish from a nearby pier, hike-bike-paddle, beauty-tranquility and history-traditions) should link to additional descriptions on the topic and listings of attractions where these attributes can be experienced                      v. The website's byways map should be expanded to include all counties and should be interactive. Users should be able to scroll over the name of a site and see a pop-up box that describes the site and links to the attractions' website                      vi. The website should include testimonies from visitors to the region who have traveled the Byway. Testimonies could be as simple as quotes that are included on pages throughout the website or could be in the form of blogs written by travelers                      vii. Itineraries should be expanded. (See next section)                      vii. Be sure to confirm Google Earth entries and itineraries to the website</p>	<p>Coordinate with Maryland Office of Tourism Development web site development</p>	<p>Consider sponsored advertising for web site funding</p>	<p>Establishment Phase</p>
<p><b>3.4 Create Itineraries</b>                      Itineraries are an easy way to help visitors get ideas about what to see and do, to identify attractions related to their particular interests and to organize their trips.   <u>Implementation Steps:</u>                      i. Incorporate themes from throughout the Byway region. Thematic itineraries could expand on the area's agricultural and maritime heritage, African American history, Native American history, and other topics that encompass the entire region                      ii. Focus on specific themes for sections of the Byway. The Michener theme encompasses three counties – Caroline, Talbot and Dorchester – and an itinerary should reflect this specific topic. Talbot County has already developed a suggested itinerary that identifies sites in Easton, Oxford, St. Michaels and Tilghman Island related to author James Michener's research in writing Chesapeake (places where he stayed, dined and wrote while working on the novel) and also includes sites that inspired</p>	<p>Nine-county Eastern Shore region, three heritage areas, Eastern Shore RC&amp;D                       Maryland Office of Tourism Development                       County Tourism offices</p>	<p>Visitor bureaus, attractions, and communities - this can be accomplished by incorporating the byway related experiences being developed as part of the ongoing tourism development programs in the State and Eastern Shore</p>	<p>Development Phase</p>

Strategy or Action	Potential Partners	Potential Funding Sources	Phase
<p>Michener's creation of towns and descriptions of cultural traditions, in particular the area's maritime history. (Michener Itinerary) This itinerary could be expanded to include stops in all three counties, creating a variety of options for one-day or multi-day tours</p> <p>iii. Create audio tours and/or mobile web applications. As itineraries are established, network organizers should track which itinerary pages are most often visited on the website. A plan for creating audio tours or mobile web applications should be developed, starting with the most popular itineraries. Audio tours or mobile web applications offer a way to personalize the itineraries by using newspaper accounts, letters and other historic documents to bring the stories to life for visitors. Printable scripts should also be available for download for travelers who may not have audio equipment or mobile web technology</p>			
<p><b>3.5 Use Social Media</b>                      The Maryland Office of Tourism's byway marketing plans include social media strategies to be implemented in the spring of 2011 including Facebook, Twitter and Flickr. The Chesapeake Country Byway network should also use these social media resources, beginning with creation of a Facebook page to allow promoters to interact with "friends" who have traveled along the Byway and who can share their experiences with others who are interested in planning a trip. A Facebook page will also provide a forum to provide updates constantly about events and activities along the route. The page should include a link to the Byway website as well as all county tourism and Maryland Office of Tourism websites. Twitter and Flickr are additional social media resources that should be explored and used in future marketing efforts.</p>	<p>Nine-county Eastern Shore region, three heritage areas, Eastern Shore RC&amp;D</p> <p>Maryland Office of Tourism Development</p> <p>County Tourism offices</p>	<p>- Visitor bureaus, attractions, and communities - this can be accomplished by incorporating the byway related experiences being developed as part of the ongoing tourism development programs in the State and Eastern Shore</p>	<p>Development Phase</p>
<p><b>3.6 Evaluate the Need for Collateral Materials –</b>                      Maryland's byways research study showed that in addition to using the internet, travelers also want to have printed materials to take with them on their trips. The Maryland Office of Tourism is producing a new statewide byway guidebook that will include all byways and heritage areas. The Chesapeake Country Byway regional cooperative network should evaluate and determine if any additional collateral materials specific to the Byway are needed. Consideration should be given to producing "tear-off" maps that relate to the various themes and itineraries that will be developed. These maps can be produced inexpensively as tear-off map pads and distributed through frontline tourism venues throughout the region and can also be available for download from the website. A good example is the "Detours" developed by the Blackstone Valley Tourism Council. (Blackstone Detours) The tourism council has developed 11 thematic tours ranging from history to farm stands to fall foliage. The downloadable pieces include information related to attractions, directions and a map as well as a website address and toll-free number for more information.</p>	<p>Nine-county Eastern Shore region, three heritage areas, Eastern Shore RC&amp;D</p> <p>Maryland Office of Tourism Development</p> <p>County Tourism offices</p>	<p>- Visitor bureaus, attractions, and communities - this can be accomplished by incorporating the byway related experiences being developed as part of the ongoing tourism development programs in the State and Eastern Shore</p>	<p>Development Phase</p>

Strategy or Action	Potential Partners	Potential Funding Sources	Phase
<p><b>GOAL 4: Interpreting the Byway (Based on AC Meeting #5, November 2010)</b>                      Use the Byway to present the landscape and cultures of Michener’s Chesapeake to visitors, linking communities, attractions and sites as Byway destinations and encouraging visitors to explore. Strengthen the Eastern Shore’s visitor experience and make it more coherent, thereby expanding the range of desirable things to see and do on the Eastern Shore for both visitors and residents.</p>			
<p><b>4.1. Convene a committee of regional interpreters and marketers to review interpretive, region-wide themes, and develop a single set of themes and related tag lines that are applicable to the Chesapeake Country Scenic Byway in its entirety.</b></p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i. Convene a committee of interpreters and marketers fully representing the Byway both geographically and thematically</li> <li>ii. Review existing interpretive themes, subjects, and tag lines currently being used by the tourism offices and heritage areas in each portion of the Byway</li> <li>iii. Use this existing information to decide upon a unifying and consistent set of interpretive themes and tag lines that can be used to represent the Byway as a whole. Review the themes and tag lines with visitor bureaus and attractions to obtain input, approval and adoption</li> <li>iv. Use the themes and tag lines as the basis for regional interpretation and marketing</li> </ul>	<p>Regional attractions, visitor bureaus, communities, and scholars</p>	<p>Interpretive planning grant ( application submitted Spring 2011)</p>	<p>Establishment Phase</p>
<p><b>4.2 Building on existing formats, decide upon an overall visual and graphic identity for the Chesapeake County Byway as a whole. Establish a basis for individual variation within the design for each portion of the Byway.</b></p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i. Parallel to and in coordination with the development of Byway-wide themes and tag lines, convene a committee of visitor bureau and other regional representatives to work on regional graphic identity. Obtain leadership and guidance from a graphic design consultant, possibly a designer currently employed by visitor bureaus and attractions along the corridor. Coordinate with the development of a Byway logo as discussed in Strategy 3.1 above</li> <li>ii. Review existing graphic materials being used in the various media throughout the Byway, including print materials, exhibits, websites, advertising, etc.</li> <li>iii. Use this information to decide upon a unifying and consistent graphic identity for print materials, exhibits, and websites that can be used to convey a common identity along the Chesapeake Country Byway as a whole. As with the logo, the Byway-wide graphic identity should allow for local variation to distinguish the between the Michener and Blue Crab regions</li> <li>iv. Prepare a set of design guidelines for graphic identity outlining how the identity should be used by partners for each type of media product</li> </ul>	<p>Visitor bureaus, regional attractions, communities, and other partners</p>	<p>Interpretive planning grant (application submitted Spring 2011)</p>	<p>Establishment Phase</p>

Strategy or Action	Potential Partners	Potential Funding Sources	Phase
<p><b>4.3 Confirm the interpretive themes and storylines appropriate to each individual section and branch of the Michener’s Chesapeake portion of the Byway. Develop a phased implementation program section by section and branch by branch.</b></p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i. Confirm the interpretive themes and storylines for each individual section and branch of the byway as outlined in the CMP. Decide which sections and branches to implement first, based upon anticipated visitation and the interest and readiness of partners</li> <li>ii. As each individual section is to be implemented, identify the attractions and communities for that particular segment to be presented as interpretive destinations. With each of these partners, determine their specific role in interpreting the segment’s storyline. Develop partner agreements on what type of interpretive installation is appropriate to their respective site and their portion of the story</li> <li>iii. Between attractions and communities along the segment’s route, identify additional publicly accessible locations where self-guided interpretive exhibits can be installed. Encourage each location’s owner to become a partner or sponsor for an interpretive exhibit. Determine the appropriate subject to be interpreted at each location within the segment’s theme and storyline</li> <li>iv. Design and install a coordinated set of interpretive exhibits at the participating sites along that segment of the Byway. Designs should be based upon the Byway’s graphic Identity and design guidelines. Interpretive content should be approved by a council of regional historians. Start with the minimum number of exhibits necessary to provide an interesting and coherent experience and add to it over time</li> </ul>	<p>Visitor bureaus, visitor attractions, communities, and interested publicly accessible sites</p>	<p>Interpretive planning grant ( application submitted Spring 2011)</p>	<p>Establishment Phase</p>
<p><b>4.4 Prepare a specialized presentation of Michener’s novel Chesapeake as a unique theme and itinerary that is representative of the Byway</b></p> <ul style="list-style-type: none"> <li>i. Establish a relationship with the James A. Michener Art Museum as a partner in interpreting the Michener theme and his novel</li> <li>ii. Prepare a context study, for respective Byway partners, on Michener’s writing of Chesapeake to provide an authoritative basis for interpreting the man and his novel</li> <li>iii. Use quotes from the novel as sidebars on interpretive exhibits and supporting materials throughout the Michener’s Chesapeake portion of the Byway</li> <li>iv. Develop a comprehensive presentation on Michener and his novel on a Michener’s Chesapeake page of the Byway website</li> <li>v. Install a permanent exhibit on Michener and his novel at an appropriate Byway location.</li> <li>vi. Install interpretive waysides to support a tour itinerary specifically related to Michener and his novel in coordination with Strategy 3.4. Identify a touring route that links Michener related wayside sites and prepare supporting collateral materials as appropriate</li> <li>vii. Work with local partners to offer Michener guided tours by request and during special events. Preferably, these would be water-based tours on the Choptank River</li> </ul>	<p>Visitor bureaus, communities, and partnering sites</p>	<p>National Endowment for the Humanities</p>	<p>Development Phase</p>

Strategy or Action	Potential Partners	Potential Funding Sources	Phase
<p><b>4.5 Develop an interpretive plan for each participating community along the Byway that presents the community as a Byway destination. Presentations should be comprehensive, telling the story of the community’s development using Byway themes and storylines.</b></p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i. Review the historical development of the various Byway communities in the context of the primary themes and local stories. Develop an individualized storyline for each community that tells the story of its development in coordination with the Byway</li> <li>ii. Identify attractions, resources, and publicly accessible sites within each community where local stories can be told. Determine the theme of the story appropriate to each site. Review how the sites might be physically linked</li> <li>iii. Develop an interpretive plan for each community that tells its story and significance within the context of the Byway. The plan should                             <ul style="list-style-type: none"> <li>▪ Identify a recommended starting point that provides an introduction to the community presentation and links it to the Byway</li> <li>▪ Define a recommended physical route that connects attractions and interpretive sites within the community</li> <li>▪ Provide designs, exhibits and presentations for each participating site coordinating the overall presentation of the community and which are in compliance with Byway design guidelines</li> </ul> </li> <li>iv. Outline the phased implementation of the interpretive plan</li> </ul>	<p>Historic communities</p>	<p>Interpretive planning grants and volunteer services; Maryland Heritage Areas Authority, National Endowment for the Humanities, Mid-Atlantic Arts Foundation</p>	<p>Development Phase</p>
<p><b>4.6 Develop an integrated set of collateral interpretive materials that supports interpretation of the Michener’s Chesapeake portion of the Byway.</b></p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i. In coordination with recommendations under Goal 3, develop a set of coordinated materials that supports interpretation</li> <li>ii. Begin with the website by presenting interpretive opportunities as they are developed and come online. Present background historical information on each of the Byway’s interpretive themes. Relate the themes to the storylines of each section and branch of the Byway, as well as to communities and attractions. Provide sufficient background historical information to attract visitors to the Byway, attractions, and communities</li> <li>iii. Develop brochures, guides, and maps that present the Byway, its sections and branches, attractions, communities and special itineraries in a rich, colorful, coordinated and comprehensive manner</li> </ul>	<p>Visitor bureaus, attractions, and communities - this can be accomplished by incorporating the byway related experiences being developed as part of the ongoing tourism development programs in the State and Eastern Shore</p>	<p>Maryland Heritage Areas Authority, National Endowment for the Humanities, Mid-Atlantic Arts Foundation</p>	<p>Development Phase</p>

Strategy or Action	Potential Partners	Potential Funding Sources	Phase
<p><b>4.7 Develop interpretive programming related to special events for the Byway.</b></p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i. Coordinate interpretation with special events being offered by attractions and communities along the Byway. Develop a unified and coordinated annual calendar of interpretive events and special programming</li> <li>ii. Develop programming for special events specifically associated with Michener’s novel Chesapeake. In particular, feature programming on the novel at arts festivals in Easton and elsewhere along the Byway. Feature literary events on books about the region, and offer a Michener’s Chesapeake Award for literary works about the Eastern Shore</li> </ul>	<p>Visitor bureaus, attractions, and communities - this can be accomplished by incorporating the byway related experiences being developed as part of the ongoing tourism development programs in the State and Eastern Shore</p>	<p>Maryland Heritage Areas Authority, National Endowment for the Humanities, Mid-Atlantic Arts Foundation</p>	<p>Development Phase</p>
<p><b>GOAL 5: Transportation (Based on AC Meeting #6, February 2011)</b>                      Manage the roadway and roadside character in a manner that accommodates the wide range of needs for all roadway users including commuters, agricultural workers, heritage visitors, bicyclists, pedestrians and neighbors while maintaining the character defining features of the Byway context.</p>			
<p><b>5.1 Context Sensitive Solutions Approach</b></p> <p>Utilize the context sensitive solutions approach as documented in Context Sensitive Solutions for Work on Maryland’s Scenic Byways (CSS Guidelines) to establish clear and direct lines of communication between and among the Maryland State Scenic Byway Coordinator, SHA District Engineering Staff, SHA Central Office (Access Management, Bridge, OED, Planning) staff, and county and municipal officials as a means of communicating the desire to preserve, maintain and/or enhance the character defining features of the Byway corridor as projects and programs are implemented along the roadway.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> <li>i. The Scenic Byway Coordinator at SHA should meet with SHA District and Central Office staff involved with each project to provide information about the Byway’s corridor management plan, its intrinsic qualities, and the CSS Guidelines</li> <li>ii. During project scoping, the Byway manager should consult with the SHA project staff</li> <li>iii. During project design, the Byway manager and the advisory subcommittee on CSS review project designs should speak out on behalf of Byway issues</li> <li>iv. During project construction, the Byway manager should monitor questions related to details and changes that occur during the construction process</li> </ul>	<p>SHA District Engineering Offices, SHA Central Offices</p> <p>Localities – transportation planners, regular drivers on the route, etc</p>	<p>Should save money if done appropriately – implemented through internal modifications to standard planning and engineering practices</p>	<p>Establishment Phase</p>

Strategy or Action	Potential Partners	Potential Funding Sources	Phase
<p><b>5.2 Address speed and safety issues in a manner that respects the Byway context</b>                      Address speed and safety issues along the Byway by utilizing traffic calming, pedestrian safety, access management, and innovative intersection design that is appropriate to a rural, scenic or historic context as a means of generally slowing traffic along the Byway and approaching Byway communities.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> <li>i. Seek funding for preliminary engineering and feasibility 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 studies, and develop an overall traffic calming approach consistent with the scenic Byway corridor management plan.</li> <li>ii. Seek funds for implementation of the recommended actions based on the study for both short-term and long-term measures</li> </ul>	<p>SHA District Engineering Offices, SHA Central Offices</p> <p>Localities – transportation planners, regular drivers on the route, etc</p>	<p>FHWA safety related programs (traffic calming, access management; appropriate for emphasis on livability, smart transportation, and other related funding sources)</p>	<p>Development Phase</p>
<p><b>5.3 Address bicycle safety in a manner that respects the Byway context</b>                      Focus efforts on improving the safety of mapped bicycle routes by first adopting more aggressive roadway maintenance practices to make best use of existing paved surfaces. Start with the strategy that the best bicycle facility is simply a correctly designed, properly built and well-maintained road.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> <li>i. Conduct preliminary engineering studies to determine the bicycle safety issues, a range of options to address those issues, and the potential impact of each on the character defining features of the Byway. Focus should be directed toward shared use of existing paved surfaces rather than striping a specific area as a bicycle lane</li> <li>ii. Develop a maintenance plan for encroaching vegetation on existing shoulder areas including opportunities for bicycle clubs to take on some of the vegetation management and sedimentation clean-up duties once the major work has been completed, including the replacement of drainage grates that are not friendly to bicycle use</li> <li>iii. Develop a signage plan for providing additional safety warnings to bicyclist and vehicles where facilities are shared</li> <li>v. For congested and/or high-crash rate areas, study the feasibility of providing additional width to paved surfaces in a manner that will not detract from the character defining features of the Byway, following specified criteria</li> </ul>	<p>SHA District Engineering Offices, Byway Coordinator, Ped-Bike Coordinator</p> <p>Bicycle User Groups</p> <p>Localities – transportation planners, regular drivers on the route, etc.</p>	<p>- FHWA safety related programs (accommodation of bicycles), and other related funding sources</p>	<p>Development Phase</p>
<p><b>5.4 Develop Byway Specific Design Guidelines</b>                      Develop byway-specific guidelines that utilize context sensitive solutions (CSS) and smart-transportation and smart-growth principles as an approach to ensuring that future modifications to the roadway and to adjoining land uses will retain the character defining features of the Byway route.</p>	<p>SHA District Engineering Offices, SHA Central Offices</p> <p>Localities – transportation planners, regular drivers on the</p>	<p>- National Scenic Byway Program</p>	<p>Development Phase</p>

Strategy or Action	Potential Partners	Potential Funding Sources	Phase
<p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> <li>i. Establish a coordination committee among those individuals who are responsible for byway maintenance, 3R work, and small projects along the Byway</li> <li>ii. Agree upon maintenance details that can be implemented on a routine basis (e.g. altering mowing cycles to promote wildflower blooming periods)</li> <li>iii. Identify maintenance details that require additional resources and approvals beyond a routine basis (e.g. using a dark brown sign back, etc.) and establish a process for gaining such approvals</li> <li>iv. Seek additional sources to fund maintenance details, if necessary</li> </ul>	<p>route, etc</p>		
<p><b>5.5 Develop guidelines for transition areas to Byway communities</b>                  Develop a specific set of land use and transportation guidelines for transition areas approaching the major Byway communities of Easton, St. Michaels, Tilghman Island, Denton, Hurlock, East New Market, Cambridge, Vienna, and Federalsburg to include locations of speed zones approaching communities, transition areas, entry features, and in-town details.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> <li>i. For priority areas, seek funding for projects linking land use and transportation planning to develop corridor specific guidelines and concept development plans for each transition area (priority for US 50 corridor areas in collaboration with the ad hoc US 50 Corridor Plan in its formative stages)</li> <li>ii. For rural communities, seek funding for design charrettes or other community-based planning processes in order to develop concept plans for the entire village. Such plans might include rural traffic calming measures, community design principles, and guidelines for small-scale development activities that typically take place along rural routes (consider applying for multiple communities)</li> </ul>	<p>SHA District Engineering Offices, SHA Central Offices</p> <p>Localities – land use and transportation planners</p>	<p>FHWA safety related programs (traffic calming, access management; appropriate for emphasis on livability, smart transportation, and other related funding sources)</p>	<p>Development Phase</p>
<p><b>5.6 Formalize long-term maintenance agreements for enhancement projects and Byway facilities</b>                  For any byway-related enhancement project utilizing a public right-of-way (such as an interpretive wayside, streetscape project, traffic calming, or roadside landscape improvements) a third-party agreement must be signed and formalized prior to implementation, outlining the responsible parties for installation, establishment, and long-term maintenance of the enhancement areas. This must be submitted along with any application for funding.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> <li>i. Collect and review model agreements from other states as a basis for developing a new model maintenance agreement</li> <li>ii. Consider the options for contracting maintenance work to specific agency or non-governmental organizations. (See Delaware Center for Horticulture as example)</li> </ul>	<p>Civic and volunteer groups</p> <p>State Highway Administration, District Offices</p>	<p>Civic and volunteer groups</p>	<p>Ongoing</p>

Strategy or Action	Potential Partners	Potential Funding Sources	Phase
<p><b>5.7 Adapt Byway Signing to updated MUTCD Guidelines</b>                      Signing for the Byway will be modified over time to reflect the new signing policy for byways by the Office of Traffic and Safety (OOTS)</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> <li>i. Adopt an interim directional sign policy for Byways in the process of seeking National Scenic Byway designation and adjust route to be consistent with new guidebook</li> <li>ii. Adjust locations and content of Tourism Area Corridor Signing Program to be consistent with Byway branches with destinations</li> <li>iii. Upon designation as a National Scenic Byway, SHA will begin replacing the existing byway signs to reflect the new sign system</li> </ul>	<p>State Highway Administration                      – Byway Coordinator and OOTS</p> <p>State and County tourism offices</p>	<p>National Scenic Byways Program                      (Funded FY 2010)</p>	