

Religious Freedom Byway Management Plan
APPENDIX 4: IMPLEMENTATION TABLE

The following strategies and actions have been developed by the Advisory Committee members and the consulting team. The period of implementation will begin with the adoption of the plan and will commence for a period of ten years, at which time the plan should be updated or supplemented. The following summary matrix of strategies and actions is developed as a reference for implementation and includes the following components:

- A description of the strategy or action to be implemented
- The location of enhancements—either specific sections of the byway or to the entire byway—has been identified.
- A list of byway partners that may be instrumental or be required to implement specific strategies and actions have been identified, and in most cases, except as noted, no commitments have yet been made. These commitments will be sought at the appropriate time.
- A preliminary budget for each strategy or action, when possible, that includes either an order-of-magnitude estimate of costs, or an identification of the administrative time required for implementation and the organization that could provide such administrative support.
- Potential funding sources have been identified to demonstrate the funding that could be used. In almost all cases, no funding commitment has yet been sought from these sources.
- The last column identifies how the strategies and actions have been divided among four priority distinctions related to phases of implementation. These include the following:
 - **Ongoing Activities** are those that do not have a specific duration or ending: these are policies, planning recommendations, or commitments of participation and collaboration for byway partners.
 - **Phase One** strategies and actions should begin to be undertaken in the first two years following adoption of the Corridor Management Plan.
 - **Phase Two** strategies and actions are longer-term activities that will rely on a greater level of commitment of staff and funding. These are more complex and require a longer planning period to fully develop the activity, or they have been designed to follow Phase One strategies and actions.
 - **Phase Three** strategies and actions are low priority projects, require a long period of planning and development, or require a high-level of organizational capacity and funding.

Summary of how the CMP Meets the Fourteen Requirements of a Corridor Management Plan

The strategies are organized by the six categories listed below according to the fourteen requirements of a corridor management plan for designation as a National Scenic Byway from the Federal Highway Administration (FHWA) that are italicized. **The numbers in parenthesis refer to the specific number of the fourteen requirements as published in the National Register.** National Scenic Byway requirements 1) and 2) refer to a map and inventory of the byways intrinsic qualities and have already been completed as part of the corridor management planning process. The six categories include:

Goal 1: Preserve, Maintain and Enhance the Byway's Character Defining Qualities

This goal addresses the following FHWA requirements of a Corridor Management Plan

1. A map identifying the corridor boundaries, location, intrinsic qualities, and land uses in the corridor.

Draft regional maps of for the entire corridor have been prepared and are available by going to the project web page at www.lardnerklein.com, then clicking on the link at the bottom of the page

2) An assessment of the intrinsic qualities and their "context" (the areas surrounding them).

3) A strategy for maintaining and enhancing those intrinsic qualities.

5) A strategy describing how existing development might be enhanced and new development might be accommodated while still preserving the intrinsic qualities of the corridor.

(9) A demonstration that intrusions on the visitor experience have been minimized to the extent feasible, and a plan for making improvements to enhance that experience.

Conservation and enhancement of the byway's intrinsic qualities will be accomplished according to the following strategies outlined in the corridor management plan:

- 1.1 Establish Conservation Priorities in Existing Comprehensive Plans (see page 35 of the CMP)
- 1.2 Work with existing conservation and preservation organizations to incorporate and where feasible, adopt the Byway's conservation and preservation priorities (page 37 of the CMP)
- 1.3 Establish a single point of contact to monitor conservation and preservation progress and to help educate the public about the benefits of private land stewardship along the Byway (see page 38 of the CMP)
- 1.4 Build upon existing countywide policies to take better advantage of existing policies and programs to preserve historic sites and landscapes (see page 39 of the CMP)
- 1.5 Adapt St. Mary's County's existing design guidelines for historic districts and scenic roads and Charles County's Site Design and Architectural Review Board Guidelines for use along the entire Byway (see page 41 of the CMP)
- 1.6 Pursue funding for and implement enhancement projects corridor wide (see page 43 of the CMP)
- 1.7 Establish a byway landscape committee (see page 45 of the CMP)

Goal 2: Link the various heritage tourism sites to form a coherent travel experience, telling a story that captures the essence and national significance of the struggles for religious freedom and tolerance.

This goal addresses the following FHWA requirements of a Corridor Management Plan

(14) A description of plans to interpret the significant resources of the scenic byway.

The significant resources of the byway will be interpreted according the proposed themes and sub-themes outlined on pages 45-48 of the Corridor Management Plan. The locations where those themes will be interpreted, along with recommendations for each site relative to where the themes and sub-themes should be applied are described on pages 49-60 of the CMP. The following strategies are recommended in the CMP:

- 2.1 Coordinate the Interpretive presentation in a manner that best tells the story of the byway (see above and page 61 of the CMP)
- 2.2 Develop a wayside interpretive program (see page 61 of the CMP)
- 2.3 Utilize additional interpretive media to complement the wayside exhibits (see page 62 of the CMP)
- 2.4 Develop and implement longer-term interpretive media (3-5 years) (see page 62 of the CMP)

Goal 3: Establish the Byway as a primary touring route in the Southern Maryland Heritage Area and as a destination unto itself to educate visitors about the early history of the region, its effect on the nation's founding and about the struggles for religious freedom and tolerance.

(12) A narrative describing how the National Scenic Byway will be positioned for marketing.

The goals of the Religious Freedom Tour Scenic Byway are to increase the number of preservation and conservation-oriented visitors and increase the length of a their stay. The National Trust for Historic Preservation's Heritage Tourism Program conducted an assessment visit and prepared recommendations for specific heritage tourism and marketing strategies. The recommended strategies are described on pages 66-68 of the CMP, and include:

- 3.1 Produce collateral materials
- 3.2 Create a byway web site presence
- 3.3 Develop communications resources and activities
- 3.4 Promote the byway to group tours
- 3.5 Develop cross promotions

Goal 4: Utilize Context Sensitive solutions to design Byway projects and work cooperatively with all federal, state and local agencies to make it easier and safer to follow the Byway in a manner that respects its cultural and natural resources.

(7) A general review of the road's or highway's safety and accident record to identify any correctable faults in highway design, maintenance, or operation.

(8) A plan to accommodate commerce while maintaining a safe and efficient level of highway service, including convenient user facilities.

(13) A discussion of design standards relating to any proposed modification of the roadway. This discussion should include an evaluation of how the proposed changes may affect on the intrinsic qualities of the byway corridor.

Daniel Consultants, Inc. prepared a highway safety analysis of the byway. Currently, the State Highway Administration is addressing or has addressed any areas of concern based upon a review of the routes highway safety record (see pages 12-16 of the CMP)

For modifications to the roadway along scenic byways, Maryland SHA utilizes an approach based on their long history of context sensitive solutions on scenic byways, historic roads and bridges, and Main Streets. SHA will utilize such an approach for already planned and programmed projects (Leonardtown). SHA coordinates internally when routine work is planned and implemented along a scenic byway. For example, all requests for access permits to a state highway designated as a scenic road are forwarded to the Office of Environmental Design, Scenic Byway Coordinator, for review and recommendations that are included with all such reviews. SHA has also extended efforts to coordinate with local government by making presentations and establishing clear lines of communication for all work performed along a scenic byway. Meetings were held with Charles County on January 31, 2008. Meetings with St. Mary's County are planned for late 2008 or early 2009.

The following strategies are recommended in the CMP

- 4.1 Design the entire roadway experience including both roadway and land use elements to fit the particular context. (See page 71 of the CMP)
- 4.2 Use a consistent set of roadside details to achieve an overall desired character of the Byway consistent with its designation as an historic or scenic route. (See pages 72-74 of the CMP)
- 4.3 Provide pull-offs or clearly defined places to park associated with byway features and attractions. (See page 74 of the CMP)
- 4.4 Accommodate the multi-modal needs of the Byway. (See pages 74-76 of the CMP)

Goal 5: Make it easier to find and follow the Byway

(11) A signage plan that demonstrates how the State will insure and make the number and placement of signs more supportive of the visitor experience.

Maryland SHA working with the Maryland Office of Tourism Development has developed a Tourism Area and Corridor Signing Program (TAC). This program has been implemented in the Southern Maryland region. Major destinations along the byway can be easily found using these signs. Following the route along the byway is accomplished through the existing directional and confirmation signs. Some adjustments to both sign systems are recommended in the corridor management plan to further enhance the visitor experience. A guidebook has been published and is freely available at visitor centers for all of Maryland's Byways. A tear-off map is proposed as part of the CMP as a high priority for both marketing and wayfinding to further reduce the need for signs

- 5.1 Organize wayfinding system along a main spine with loops and spurs to destinations. (See page 78 of the CMP)
- 5.2 Use signs and printed media to direct travelers. (See page 78 of the CMP)
- 5.3 Implement techniques for managing byway related signage to maintain character defining features. (See page 78 of the CMP)
- 5.4 Modify existing wayfinding signage to make it easier and safer to follow the route. (See pages 78-82 of the CMP)

Goal 6: Manage the Byway through continued coordination of existing agency and non-governmental organizations and activities

(4) A schedule and a listing of all agency, group, and individual responsibilities in the implementation of the corridor management plan, and a description of enforcement and review mechanisms, including a schedule for the continuing review of how well those responsibilities are being met.

Currently, a management committee is overseeing the preparation of the byway corridor management plan. The management committee includes representatives from Charles County, St. Mary's County, Southern Maryland Heritage Area, Maryland Office of Tourism Development, Maryland State Highway Administration, Maryland Department of Natural Resources, Maryland Department of Planning, and the Maryland Department of Historic Resources. Currently, grant applications can be implemented through either County, or the Southern Maryland Heritage Area. The Corridor Management Plan recommends that the Southern Maryland Heritage Area take on the role of the permanent management entity for the Byway and they have agreed to do that. The continued participation of the management committee and the advisory committee should be formalized through a memorandum of agreement between Charles County, St. Mary's County, and the Southern Maryland Heritage Area. Letters of support and willingness to continue participate in the implementation of the plan will provide the basis for such a MOU to be developed as an early action in the plan.

A following table lists recommendations for projects, programs and activities needed to implement the plan. Proposed partners, budgets for those activities that can be quantified, funding sources and phasing priorities are identified in the table. The Southern Maryland Heritage Area will work with each partner to monitor the progress of the plan and its implementation through regularly scheduled meetings of the Management Committee and Advisory Committee.

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
Goal 1: Preserve, Maintain and Enhance the Byway's Character Defining Qualities					
<p>1.1 Establish Conservation Priorities in Existing Comprehensive Plans (See page 35 of the CMP)</p> <p><u>Implementation Steps:</u></p> <p>i. County planning staff to prepare draft language for adoption in the Comprehensive Plan and include that language as part of the Planning Commission and BOCC public hearings and resolutions. Include language in the comprehensive plan policy that acknowledges the contribution of the setting to the overall intrinsic quality of the historic sites along the byway.</p> <p>ii. Coordination with each Agricultural Land Preservation program should be done prior to finalizing plan (e.g. verifying location of existing or emerging Agricultural Land Preservation Districts and participation in County TDR program).</p> <p>iii. County planning staff to include official map showing locations of views, and historic sites. Language in resolution should reference priorities as including the lands and waters that can be seen from the viewpoints and historic sites.</p> <p>iv. Priority criteria should include vulnerability, proximity to other conservation activities, and multiple values and interest among other conservation and preservation goals.</p>	<p>Location of views and sites shown on Map 1 in Appendix 1</p>	<ul style="list-style-type: none"> Charles and St. Mary's County Planning Staff, Planning Commission and BOCC. 	<p>Staff Time</p>	<p>NA</p>	<p>One</p>
<p>1.2 Work with existing conservation and preservation organizations to incorporate and where feasible, adopt the Byway's conservation and preservation</p>	<p>NA</p>	<ul style="list-style-type: none"> Maryland Agricultural Land Preservation Foundation; Port Tobacco River 	<p>\$1500/acre was average cost of conservation easement in Maryland¹</p>	<ul style="list-style-type: none"> Scenic Byway Program Grants The MET Local Land Trust Assistance 	<p>One</p>

¹ *Purchase of Agricultural Conservation Easements and Other Farmland Rights: Evidence on Price and Willingness to Supply*, by Yuan-fang Wang and Lawrence W. Libby

RELIGIOUS FREEDOM BYWAY: IMPLEMENTATION TABLE

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
<p>priorities (See page 37 of the CMP)</p> <p>[NOTE: If other organizations are not able to adopt the byway’s conservation priorities, then consideration should be given to starting a new organization for the purpose of conserving natural areas and farmland, and preserving historic sites and landscapes along the Byway]</p> <p><u>Implementation Steps:</u></p> <p>i. Form a subcommittee of preservation/conservation organizations that are involved with easements. Subcommittee would be charged with implementing items ii. – vii.</p> <p>ii. Identify overlapping areas of interest and priority</p> <p>iii. Match priorities with programs and funding sources</p> <p>iv. Connect property owners with existing and available technical information regarding techniques for property owners to reduce runoff and improve wildlife habitat.</p> <p>v. Seek rural legacy designation for Nanjemoy area</p> <p>vi. Establish mitigation banks for development projects needing off-site locations for wetlands and reforestation</p>		<ul style="list-style-type: none"> • Conservancy, Inc.; • Historic Saint Mary’s City Commission • St. Mary’s College; • St. Mary’s and Charles Counties Agricultural Land Preservation programs • Maryland Environmental Trust • Maryland DNR • The Nature Conservancy; • Southern Maryland RC & D • Maryland Department of Planning • Conservancy for Charles Co., Inc. 	<p>\$100-500/easement per year for monitoring of donated easement</p>	<ul style="list-style-type: none"> • Program • MALPF • Conservation Reserve Enhancement Program (CREP). • Maryland’s Forest Legacy Program • Maryland’s Program Open Space (POS) • National Fish and Wildlife Foundation • Chesapeake Gateways Network Grants (must be designated as part of the Network – see Strategy 7) 	
<p>1.3 Establish a single point of contact to monitor conservation and preservation progress and to help educate the public about the benefits of private land stewardship along the Byway (See page 39 of the CMP)</p> <p><u>Implementation Steps:</u></p> <p>i. Incorporate into job description for byway manager to establish initial contacts, determine appropriate role of byway in the purchase or donation and monitoring of</p>	<p>NA</p>	<ul style="list-style-type: none"> • Byway Manager; • Southern Maryland RC &D; PDC; • Southern Maryland Heritage Area 	<p>(See Byway Manager)</p>	<p>Maryland Environmental Trust</p>	<p>Ongoing</p>

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
ii. conservation easements. Pull all landowner conservation programs into a single brochure that can be given to property owners (e.g. CREP, Habitat programs, tree preservation, etc.) iii. Establish a mailing list of landowners with an interest in these programs and provide workshops to assist them in preparing applications for the programs.					
1.4 Build upon existing countywide policies to take better advantage of existing policies and programs to preserve historic sites and landscapes (See pages 39-41 of the CMP) <u>Implementation Steps</u> i. Apply for grants to prepare additional nominations for National Register Historic Districts in the vicinity of historic sites (that are not already so designated) ii. Apply for grants to prepare preservation plans for each of the anchor and secondary sites that do not already have such a plan, along the byway – done as a group to increase efficiency iii. Upon completion of preservation plans, prioritize funding requests	NA	• Charles and St. Mary’s Counties Preservation Planning staff	NA	• Maryland Historical Trust (MHT) MHT programs listed on page _41 of CMP	Ongoing
1.5 Adapt St. Mary’s County’s existing design guidelines for historic districts and scenic roads and Charles County’s Site Design and Architectural Review Board Guidelines for use along the entire Byway (See pages 41-42 of the CMP) <u>Implementation Steps:</u> i. Seek funding to prepare byway design guidelines ii. Form a byway design guideline subcommittee that includes a wide range of stakeholder interests iii. Set up a series of topical meetings to be held jointly with Charles and St. Mary’s Counties:	Entire Byway	Charles and St. Mary’s Counties	\$80,000	FHWA Scenic Byway Program Preserve America Program	Two

RELIGIOUS FREEDOM BYWAY: IMPLEMENTATION TABLE

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
<ul style="list-style-type: none"> - review existing design guidelines/design issues - develop draft guidelines for specific issues - review with planning commissions - adopt amendments or new guidelines 					
<p>1.6 Pursue funding for and implement enhancement projects corridor wide (See pages 42-44 of the CMP)</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> i. Apply for byway program funding to prepare a master plan for byway related physical enhancements. The project should result in preliminary plans and budgets in sufficient detail to increase their competitiveness for Transportation Enhancement program funding. ii. Use list of enhancement needs from Map 9 to develop preliminary scopes and budgets for related projects and apply for grants as prioritized in step 1, above. 	<p>See Map 9, Appendix 4 for locations</p>	<p>Charles and St. Mary's County, SHA, - varies by project</p>	<p>TBD</p>	<ul style="list-style-type: none"> • Transportation Equity Act for the 21st Century (TEA-21) (Enhancement Program, Safe Routes to School, Recreational Trails, etc.) Chesapeake Gateways Network Grants (must be designated as part of the Network – see Strategy 7) 	<p>Ongoing (one application per county per year)</p>
<p>1.7 Establish a byway landscape committee to work with SHA, civic groups and business owners to encourage the establishment or continuation of volunteer planting and maintenance and property owner initiated plantings (See page 43 of the CMP)</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Committee should form and participate in 1.6 above, as well as seek out volunteer projects for enhancement and beautification ii. Establish an annual planting and beautification program so that new roadside trees, plantings at community entrances and at historic sites and attractions are conducted on an annual basis iii. Coordinate adopt a highway programs with the goal of gaining adoption for entire byway 	<p>Entire Byway – county subcommittees</p>	<ul style="list-style-type: none"> • Garden Clubs, Rotary, Lions Clubs, High Schools, and other civic organizations 	<p>NA</p>	<p>NA</p>	<p>One</p>

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
Goal 2: Link the various heritage tourism sites to form a coherent travel experience, telling a story that captures the essence and national significance of the struggles for religious freedom and tolerance.					
<p>2.1 Coordinate the interpretive presentation in a manner that best tells the story of the byway (See page 61 of the CMP)</p> <p>1) Interpretive media including wayside exhibits and coordinated presentation</p> <p>2) Additional research including oral histories to better communicate the early contributions of Native Americans and African Americans (high priority)</p>	Locations identified along the byway (anchor and secondary sites)	<ul style="list-style-type: none"> • Charles and St. Mary's Counties (Planning, School Districts, etc.) • Anchor and secondary sites (includes Historic St. Mary's City a state commission, and NPS) • Maryland Office of Tourism Development • Maryland DNR • Maryland Historical Trust • Local Historical Societies 	<p>100,000 for plan Installation/Production costs TBD</p> <p>10,000 for oral histories</p>	<p>Scenic Byway Program Grant</p> <p>SMHA mini grant;</p> <p>National Endowment for the Humanities – Preservation and Access: Humanities Collections and Resources Program</p> <p>Preserve America Program (if Charles applies for and gains designation)</p> <p>Chesapeake Gateways Program</p>	One
<p>2.2 Develop a wayside interpretive program (See page 61 of the CMP)</p> <p><u>Implementation Steps</u></p> <p>i. Seek funds for an interpretive master plan to organize the storyline, assign themes and subthemes, prepare text, identify presentation methods, and develop preliminary plans for the layout of interpretive presentation for each of the anchor and secondary sites</p> <p>ii. Hire Interpretive Plan Consultant and Establish Interpretive Plan Subcommittee to include representatives from each of the identified sites, plus representatives from County Schools, County Government, State agencies, etc.)</p> <p>iii. Upon completion of interpretive master plan, apply for follow-up funds for sites that are ready for installation and/or construction</p> <p>[Note – complex sites requiring major modifications may require environmental documentation. Where feasible, that documentation should take place in the first grant.]</p>			One		
2.3 Utilize additional interpretive media to complement the wayside exhibits (See page 62 of the CMP)	NA	• Charles and St. Mary's Counties (Planning,	TBD	Maryland Office of Tourism Development	Two

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
<p>1) Printed interpretive and wayfinding materials - byway brochure - map pads 2) Additional exhibits - Traveling exhibit - Custom site exhibits 3) Byway Website on www.southernmdisfun.com</p> <p><u>Implementation Steps</u> Short term prior to nomination i. Create a map that can be used as a tear-off map pad and a downloadable map. ii. Identify a point of contact for visitor information specifically about the byway – this needs to also be reported to FHWA for their byway web site. iii. Modify the www.southernmdisfund.com to include a link to the downloadable map and the contact for a request for information iv. Monitor the requests for information and the number of hits for downloading the map. After nomination v. Establish a web page for the Religious Freedom Byway as per the CMP vi. Create traveling exhibits – use NPS exhibit</p>		<p>School Districts, etc.) • Anchor and secondary sites (includes Historic St. Mary’s City a state commission, and NPS) • Maryland Office of Tourism Development • Maryland DNR • Maryland Historical Trust • Local Historical Societies</p>		<p>(not tear-off map pads) County Tourism offices (map pads) Preserve America Program for exhibits</p>	
<p>2.3a Develop and implement longer term interpretive media (3-5 years) 1) Byway specific guidebook 2) Audio interpretation 3) Tour Guides 4) Programs and Special Events</p> <p><u>Implementation Steps</u> i. Based on the results of the interpretive plan, seek additional funds to design, produce, print and distribute interpretive media.</p>		<p>• Charles and St. Mary’s Counties (Planning, School Districts, etc.) • Anchor and secondary sites (includes Historic St. Mary’s City a state commission, and NPS) • Maryland Office of Tourism Development • Maryland DNR • Maryland Historical Trust</p>		<p>Chesapeake Gateways Network Program</p>	<p>Three</p>

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
Goal 3: Establish the Byway as a primary touring route in the Southern Maryland Heritage Area and as a destination unto itself to educate visitors about the early history of the region, its effect on the nation’s founding and about the struggles for religious freedom and tolerance.					
3.1 Produce Collateral Materials (See page 66 of the CMP) - Develop byway driving brochures - Develop byway specific brochure - Produce byway tear-off map pads NOTE: Implement with Strategy 2.3	NA	<ul style="list-style-type: none"> • Southern Maryland Heritage Area • Charles and St. Mary’s Counties Destination Marketing Organization • Maryland Office of Tourism Development • Maryland Heritage Areas Program (MHT) 	TBD	MOTD, SMHA small grants	One
3.2 Create a Byway Website Presence (See page 67 of the CMP) - Create a byway section on www.southernmdisfun.com - Develop suggested itineraries NOTE: Implement with Strategy 2.3	NA	<ul style="list-style-type: none"> • Southern Maryland Heritage Area • Charles and St. Mary’s Counties Destination Marketing Organization • Maryland Office of Tourism Development • Maryland Heritage Areas Program (MHT) 	TBD	MOTD, SMHA small grants	One
3.3 Develop Communications Resources and Activities (See page 67 of the CMP) - Develop a byway press kit - Host a media familiarization tour to announce byway - Develop radio trade-out promotions NOTE: This should be implemented as part of each County’s ongoing Tourism program	NA	<ul style="list-style-type: none"> • Southern Maryland Heritage Area • Charles and St. Mary’s Counties Destination Marketing Organization • Maryland Office of Tourism Development • Maryland Heritage Areas Program (MHT) 		MOTD, SMHA, Scenic Byway Program Funds	Two

RELIGIOUS FREEDOM BYWAY: IMPLEMENTATION TABLE

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
<p>3.4 Promote the byway to group tours (See page 67 of the CMP)</p> <ul style="list-style-type: none"> - Map the route for motorcoach - Create a promotional piece targeted to group tours - Promote the byway through travel trade shows - Promote the byway through <i>Going on Faith</i> <p>NOTE: This should be implemented as part of each County's ongoing Tourism program</p>	NA	<ul style="list-style-type: none"> • Southern Maryland Heritage Area • Charles and St. Mary's Counties Destination Marketing Organization • Maryland Office of Tourism Development • Maryland Heritage Areas Program (MHT) 	TBD	MOTD, SMHA, Scenic Byway Program Funds	Two
<p>3.5 Develop Cross Promotions (See page 68 of the CMP)</p> <ul style="list-style-type: none"> - Host a frontline hospitality event - Create Byway Cards for frontline employees - Make information notebooks for visitor centers/attractions <p>NOTE: This should be implemented as part of each County's ongoing Tourism program</p>	NA	<ul style="list-style-type: none"> • Southern Maryland Heritage Area • Charles and St. Mary's Counties Destination Marketing Organization • Maryland Office of Tourism Development • Maryland Heritage Areas Program (MHT) 	TBD	MOTD, SMHA, Scenic Byway Program Funds	Three
<p>3.6 Develop/enhance visitor information facilities</p> <ul style="list-style-type: none"> - Establish visitor centers and information kiosks at byway access points, most immediately at Indian Head to serve Washington, D.C. travelers 	Indian Head and byway access points show on Map 1 in Appendix 1	<ul style="list-style-type: none"> • Charles County Economic Development and Tourism Department 	TBD	FHWA Scenic Byway Program, State and federal tourism economic programs (TBD)	Two

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
Goal 4: Utilize Context Sensitive solutions to design Byway projects and work cooperatively with all federal, state and local agencies to make it easier and safer to follow the Byway in a manner that respects its cultural and natural resources.					
<p>4.1 Design the entire roadway experience including both roadway and land use elements to fit the particular context (See page 71 of the CMP)</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Scenic Byway Coordinator at SHA to meet with SHA District and Central Office Staff involved with each project to provide information about the CMP, the Byway’s intrinsic qualities, and the CSS for Byways guideline document. ii. During project scoping, byway manager consults with SHA project staff iii. During project design, byway manager and advisory subcommittee on CSS review project design to speak out on behalf of byway issues. iv. During project construction, byway manger monitors questions related to details and changes that occur during the construction process. 	Project specific	SHA, Project stakeholders, Coordinating Agencies (e.g. SHPO, Maryland DNR, etc.)	TBD	Using CSS approach often saves money as part of traditional financing packages for highway work.	Ongoing
<p>4.2 Use a consistent set of roadside details to achieve an overall desired character of the byway consistent with its designation as an historic or scenic route (See page 72 of the CMP)</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Establish a coordination committee of all those responsible for doing maintenance, 3R work, and small projects along the byway ii. Agree upon details that can be achieved on a routine basis (e.g. altering mowing cycles to promote wildflower blooming periods) iii. Identify details that require resources and approvals beyond routine basis (e.g. using a dark brown sign 	Entire Byway	SHA – Office of Environmental Design to Coordinate	TBD	SHA staff (funding for details TBD)	Ongoing

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
back, etc.) and establish a process to gain those approvals iv. Seek additional sources of funding for use of those details, if necessary					
4.3 Provide pull-offs or clearly defined places to park associated with byway features and attractions (See page 74 of the CMP) NOTE: Implement with Strategy 1.6	As noted in CMP, page 74	SHA, Charles and St. Mary's Counties	TBD	Enhancement Funds	Two
4.4 Accommodate the multi-modal needs of the Byway (See page 74 of the CMP) <u>Implementation Steps</u> i. Seek funds to develop a bicycling and walking guide for the byway ii. Seek funds to develop a water trail guide to visiting the byway iii. Identify spot improvements needed to improve bicycling, walking, and water trail access to the byway	Entire Byway	SHA, Charles and St. Mary's Counties	TBD	Recreational Trails, Enhancement Program, Safe Routes,	Two
Goal 5: Utilize Context Sensitive solutions to design Byway projects and work cooperatively with all federal, state and local agencies to make it easier and safer to follow the Byway in a manner that respects its cultural and natural resources.					
5.1 Organize wayfinding system along a main spine with loops and spurs to destinations	Entire Byway	Charles and St. Mary's Counties, participating agencies		SHA OOTS (not a funding requirement)	One
5.2 Use signs and printed media to direct travelers (See page 78 of the CMP)	NA	SHA, Charles and St. Mary's Counties		Tourism programs	One
5.3 Implement techniques for managing byway related signage to maintain character defining features (See page 78 of the CMP)	NA	SHA, Charles and St. Mary's Counties		NA	Ongoing
<u>Implementation Steps:</u>					

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
i. SHA / MOTD to agree upon approach for integrating byway wayfinding system with Tourism Areas and Corridor Signing Program ii. SHA / MOTD to agree upon approach for reducing visual impact of signs themselves (e.g. use dark color sign back, post, etc.) iii. Agree upon which specific signs to modify, where additional signs are needed, and where existing signs can be removed.					
5.4 Modify existing wayfinding signage to make it easier and safer to follow the route (See page 78 of the CMP) <u>Implementation Steps</u> i. SHA OOTS, OED, Scenic Byway Coordinator, MOTD to determine steps as part of 5.2 above		SHA, Charles and St. Mary's Counties	TBD	Tourism/SHA staff as part of TAC program	One
Goal 6: Manage the Byway through continued coordination of existing agency and non-governmental organizations and activities					
6.1 Adopt the Corridor Management Plan		Charles and St. Mary's Counties, participating agencies		NA	Fall 2008
6.2 Organize the management of the byway (See page 83 of the CMP) <u>Implementation Steps</u> i. Develop MOA between Charles and St. Mary's Counties to jointly manage the byway for a fixed period of time until a permanent entity can be identified ii. Hire a byway manager iii. Examine alternatives and set up a permanent management entity to facilitate implementing the vision, goals and strategies of this plan.		Charles and St. Mary's Counties, participating agencies	TBD	Scenic Byway Program Implementation Grant	One

RELIGIOUS FREEDOM BYWAY: IMPLEMENTATION TABLE

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
<p>6.3 Establish byway subcommittees</p> <ul style="list-style-type: none"> - preservation, conservation and land use - landscape and enhancement - interpretation and education - marketing - transportation 		Byway Manager to coordinate	TBD	NA – Byway management grants for implementation	One
<p>6.4 Pursue grants for funding priorities SEE STEPS FOR EACH STRATEGY</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Gain designation as part of the Chesapeake Bay Gateways Network to make Byway eligible for grant program ii. Pursue four to six grants per year after Byway manager has been hired (within capacity of organizations to provide match) 		Byway Manager to coordinate	TBD		Ongoing
<p>6.5 Establish points of contact between SHA and County Land Use staff; and identify opportunities for byway needs to be incorporated into the transportation and land use decision-making process</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> i. Scenic Byway Coordinator (SHA) to meet with County Transportation and Land Use Staff ii. Follow-up by establishing process for enabling review of highway occupancy permits and land development projects by Scenic Byway Coordinator for advice. 		SHA Scenic Byway Coordinator, Charles and St. Mary's Counties	TBD		One
<p>6.6 Plan for and coordinate the production and distribution of marketing materials for the byway</p> <p>NOTE: Implement with Strategy 3.1 through 3.5</p>		MOTD, Charles and St. Mary's Counties DMO			Ongoing