

The Road Beckons: Best Practices for Byways Competition
2003 Application Form

General

The application is a Microsoft Word document. A narrative response is required for a number of the replies. The “block” that appears for your response is a one-row, one-column table that should expand as needed when you insert the information. Please do not alter the section headers (shaded bars) questions, or font style, size (Arial, 11 point). Most importantly, please do not change the wording or order of the sections or questions.

A total of up to eight (8) projects will be recognized by the competition sponsors (AASHTO, America’s Byways Resource Center, and Federal Highway Administration). At a minimum, initial implementation steps need to have been taken on the project to qualify for this competition. The emphasis will be on projects that have made outstanding contributions to scenic byways and clearly demonstrate best practices for byways. Best practices should reflect a comprehensive approach. Therefore it is typically better to write to an integrated group of projects along a byway than it is to submit multiple submissions for individual projects along the same byway. Please remember as you prepare your application that emphasis will be on the best!

Project Information

Name of Project: Schoodic Scenic Byway Community Partnership

Byway Name & Route Number: Schoodic National Scenic Byway - Route 1 and Route 186

Byway Length:27 Miles

Location (project boundaries): Towns of Sullivan, Gouldsboro and Winter Harbor

State: Maine

Project Started (year): Corridor Management Plan adopted by Towns and National Designation Received in 2000

Project Completed (year): Ongoing

An evaluation panel comprised of representatives from state DOT’s and other byway experts will select up to eight (8) projects for recognition. The panel will rely on the content of the following two sections to help recall the significant facts and observations that you include in your application. Given the anticipated volume of applications, some reviewers may rely heavily on the information provided in the Project Impetus and Executive Summary sections to help them select the winners. Therefore it is particularly important to spend time crafting these answers. Every word counts!

Project Impetus

What unusual or memorable circumstances led to your byway project? When and how did your project get started (e.g., did it result from the planning process, community economic development needs, visitor needs, a threat to the intrinsic qualities of the byway, the need for a creative solution, etc.)? Please indicate pertinent dates, milestones and participants. Your answer to this question should provide the context for the Executive Summary.

(up to 300 words – box will expand as you enter information):

The Schoodic region is undergoing significant transformation with the closure of the major employer, the Schoodic Navy Base, losses in retail activities and high rates of out-migration. The National Park Service has assumed ownership of the Navy Base facility and other lands are being transferred to the Petit Manan National Wildlife Refuge. Scenic coastal land has jumped in value, putting further pressure on local residents to abandon this region while seasonal residency increases. These changes have fostered a resurgence of interest among residents over how to promote year round economic stability, preserve public access to natural resources, and enhance transportation infrastructure in ways that will encourage prosperity. The Schoodic Scenic Byway has been promoted as a partner in regional development, encouraging sustainable tourism and local access to recreational and educational opportunities.

Executive Summary

Please provide a concise summary highlighting what distinguishes your project as a best practice for byways. Please use straightforward language that can be used to prepare press releases and other announcements in the event that your project is selected for recognition. In this section, please include:

- **Project name, total cost, and date completed**
- **A statement on the significance of your project**
- **Key points summarizing how your project meets the competition selection criteria (see section below labeled Principal Selection Criteria).**

(up to 500 words – box will expand as you enter information):

The Schoodic Scenic Byway Community Partnership emerged out of a series of economic blows to the region and an energized populace working to make a better future. The Schoodic Byway has become an important asset in a resource-starved region. The inputs and outcomes of community participation are not easily separated from the overall planning effort. Funding for the creating the Corridor management plan and one year of administrative assistance comes to approximately \$41,000.

Challenges to the region such as the loss of the Schoodic Navy Base and traditional resource-based employment have mobilized people to work in a variety of planning and implementation activities aimed at preserving the region's working landscape, natural resource base and economy.

The community partnership is an ongoing process. The Corridor Management Plan was completed early in the year 2000 and was adopted that spring by the three host communities in town meetings. This plan, available at www.schoodicbyway.org includes a

community participation program which defines future means of involving local residents, elected leaders and area businesses. In 2001 a Schoodic Regional Forum was held that consolidated local aspirations into a document, available at (<http://www.hpcme.org/schdev/schdevproc.html>) that highlighted the importance of education, youth advocacy, tourism and transportation infrastructure for the region's future. A Needs Assessment completed 2002 (www.schoodicbyway.org) further defined infrastructure needs and an implementation program. In 2002 planning for reuse of the Schoodic Navy Base as a National Park Service "Schoodic Education and Research Consortium" has taken hold. While these efforts go well beyond the scope of a Scenic Byway, this byways Corridor Committee has been involved at every stage to identify how they can turn these challenges into new opportunities.

Lessons Learned

The winners of the competition will be asked to share what they learned in a number of sessions at the National Scenic Byways Conference May 18-21 in Albuquerque, New Mexico. Lessons learned may also be included in an upcoming publication on the competition and incorporated in future training materials for the America's Byways Resource Center.

Please provide bullets for the following questions:

During this project we learned: Community participation is not a given, but requires hard work, early and open communication and the willingness to listen.

If we were to do it again, we would: Do even more to publicize our efforts, encourage key stakeholders to participate and reach out to people who are not always engaged in community planning. The town meeting format for decision-making in Maine requires a lot of public information in order to win acceptance.

How have you shared the results and lessons learned with other states or byways through papers or articles, presentations, one-on-one visits, or other technical exchanges? Jim Fisher, the planner for this byway, presented a paper at the Portland, Oregon National Scenic Byways conference on the role of technology in managing byways. He has also participated in numerous national byway conference calls, published articles in local newspapers, newsletters and created a web site for the byway (www.schoodicbyway.org). Various committee members have attended state-wide byway meetings to coordinate activities and participated in panel discussions at the New England Regional Byway conference held in 2000 in Portland, Maine. Jim Fisher continues to work with other scenic byway planning initiatives in Maine in partnership with other regional planning agencies.

Project Funding

Please provide information on the cost of the project as implemented and list the funding sources:

FUNDING SHARE & SOURCES	DOLLARS	PERCENTAGE
State share – please list sources:	\$6,000	15%
Local government share & sources:	\$1,000	2%

Private share:	\$0	0%
• Cash		
• In-kind	Inestimable	---
Federal share & source or program category:	\$24,000	59%
• National Scenic Byways Program Grant		
• Transportation Enhancements Program	0%	0%
• Other (please list) National Park Service	\$10,000	24%
Total Cost	\$41,000	100%

Principal Selection Criteria

The panel will use the following six (6) criteria to evaluate projects. Many different types of projects are associated with byways. You may be concerned that your project does not meet all six (6) criteria. Don't be. Please address at least four (4) of the criteria that you believe best demonstrate your project's contribution as a best practice for byways. While we recognize that some of these topics may overlap, we ask that applicants take the opportunity to further highlight various aspects of their projects and avoid the duplication of text. Where appropriate, please refer to any attachments that you are including with the application, especially color slides, maps, plans, brochures, etc.

- 1) **Valuing the Resource** – How does the project enhance or preserve a special or significant resource directly related to the byway or its intrinsic qualities (e.g., landscape management, historic preservation, scenic conservation, etc.)? How does the project create an aesthetic sense of harmony between the natural and human-made components of the immediate environment (e.g., context sensitive design)? **(up to 300 words – box will expand as you enter information):**

The Schoodic Byway is a working landscape surrounding a national park recreational area.

This unique working landscape provides visitors with insight into the multiple hats worn by residents who derive their livelihoods from the natural resource base. Clammers dig in tidal mud flats within 30 feet of the byway, logging trucks, granite hauling and of course lobster boats are everyday sights. Preserving these traditional livelihoods also preserves the rural, downeast character that attracts visitors and provides new perspectives to people used-to more urban lifestyles. The balance between promotion of tourism and preservation of non-tourism occupations presents challenges to planners and community leaders. The byway cannot resolve all challenges, but seeks to maintain the authenticity of experiences by encouraging local input into setting goals and objectives and minimizing pressure on locally owned businesses where such pressures would threaten their sustainability.

The Acadia National Park center of this scenic byway operates under a general management plan that seeks to preserve natural resources as well as insure a high quality, low impact visitor experience. Visitors driving through Acadia National Park experience wild landscapes with pounding surf and mature forests. This 100% non-commercial segment of the byway helps to balance visitor exposure to village-based services such as restaurants, lodging, merchandise and cultural programs.

- 2) **Partnering for Success** – Who were the partners for this project? What was their role in the project? How did the project advance the mutual interests of these partners? Did the project foster new partnerships to advance byway related initiatives? Please describe how partnerships between transportation agencies and other stakeholders (public, private and non-profit) have impacted the success of the project. If multiple funding sources were used, what influence did the partners have in leveraging funds for the project? **(up to 300 words – box will expand as you enter information):**

Partnerships are the core of this project. The Schoodic Byway Corridor Committee has joined in a coalition of organizations to promote sustainable economic prosperity. Elected leaders of six area communities formed the Schoodic Area League of Towns (SALT) and have spearheaded initiatives for better roads, solid waste management and inter-local cooperation. The Schoodic Area Futures (SAF), a 501(c)(3) organization has maintained regular monthly discussion forums with invited speakers who presented ideas for future economic, transportation, cultural and recreational activities in the area. The Schoodic Arts for All (SAFA / www.schoodicarts.org) has recently produced the third annual Schoodic Arts Festival, running from July 29 to August 11, 2002. The Maine Rural Development Council (mrdc.umext.maine.edu) organized two Schoodic area conferences on the future. The Hancock County Planning Commission (www.hcpcme.org) has worked to promote safer roads for cyclists and walkers, new economic opportunities, improvements to basic infrastructure, and alternative modes of transportation. The Schoodic Peninsula Chamber of Commerce (www.acadia-schoodic.org) continues to provide a unified voice for area businesses, producing a regional tourism map, maintaining a web site. They recently added the Town of Sullivan to their region, thus providing a better overlap with the Schoodic Byway. The National Park Service (www.nps.gov) has played a vital role in redefining the future of the Schoodic portion of Acadia National Park, hosting large community forums with support from the Friends of Acadia (www.foacadia.org), a non-profit organization based in Bar Harbor. The Maine Department of Transportation, Maine Office of Economic and Community Development and the State Planning Office (www.maine.gov) have provided additional support for planning and implementing community development initiatives.

- 3) **Reaching Out to the Public** – Please describe your activities to actively engage the public in this project. How has this collaboration influenced the planning and implementation of the project? How has the project advanced the byway's vision, goals, or strategies as articulated in the corridor management plan or similar documents developed with community involvement? **(up to 300 words – box will expand as you enter information):**

During the past three years there have been a series of public meetings, forums, conferences and presentations primarily focused on how area communities will adapt to changes associated with loss of the Schoodic Navy Base and re-use of housing, Navy facilities and nearby open space. The Schoodic Byway Committee has participated in many of these meetings as well as hosting byway-centered meetings. Outreach at these meetings has included participation in panel discussions, presentations on current byway initiatives, displays of byway maps and photographs, promotion of the byway website as a repository of planning documents, narratives about byway resources and links to state and national

resources. We continue to submit annual reports to the towns which are reproduced in the Annual Town Reports of Sullivan, Winter Harbor and Gouldsboro. These reports are hand delivered by the towns to every household in advance or their annual town meetings.

- 4) *Sharing the Story with Visitors* – How has the project contributed to the visitor’s understanding of the byway’s intrinsic qualities? How has the project helped convey the byway’s story? Emphasis will be on those projects that have taken a comprehensive approach to share their story with visitors through the use of a variety of media including videos, CD-ROMs, marketing brochures, guidebooks, maps, interpretive exhibits, wayfinding signage, etc. Please address how these materials were developed to complement one another. Please describe any steps you have taken to evaluate the success of these efforts (e.g., “hits” on a web site, visitor’s surveys, measuring percentage of media market share, requests for marketing materials based on the promotion of an 800 number, etc.).
(up to 300 words – box will expand as you enter information):

The Schoodic story is about our working landscape, in which families have made their livings for generations through fishing, lobstering, clamming, stone quarries, growing blueberries and other traditional resource-based occupations. The byway seeks to communicate this story through a variety of media, though most importantly by collaborating with our partners in encouraging these occupations to thrive.

The Schoodic Byway Committee is working independently to produce outreach materials and in concert with the Maine state government on creating integrated byway documents. Locally we have created and maintained the Schoodic Byway web site (www.schoodicbyway.org) which includes a first-cut interactive map of the region. This map includes links to photographs and narratives about the byway.

This year the corridor committee produced a small feature article in Maine's Best Regional Guide published by the Ellsworth Chamber of Commerce (www.ellsworthchamber.org) in 2002 (attached). The Chamber published 75,000 copies this year, posting copies in tourist information centers throughout the state. The Ellsworth Chamber has also posted a scenic tour of the Schoodic region on their web site. A more recent educational initiative has been the incorporation of the Maine "Ice Age Trail" into interpretive planning for the Schoodic Byway. This trail is proposed to span approximately 100 miles of coastal Maine and will educate visitors about the impacts of glaciation on landscapes, geology and natural systems.

Our state-wide collaboration, spearheaded by the Maine Department of Transportation and the Maine Office of Tourism is working to produce a number of documents including a statewide byway brochure, a byway logo and style-guide for its use, and a map indicating locations and connections to Maine's Scenic Byways.

- 5) *Involving the Community* – What steps have been taken to educate residents about the byway’s intrinsic qualities (e.g., byway familiarization tours, communication initiatives, etc.)? What steps have been taken to sustain the community’s interest and future involvement in the project (e.g., the development of educational and business partnerships, materials and special events, hospitality training, etc.)? How does your byway utilize volunteers? Does the community contribute to the maintenance and

sustainability of the byway (e.g., corridor clean-up and beautification efforts, fundraising, economic impact studies, etc.)?

(up to 300 words – box will expand as you enter information):

The vision articulated in the corridor management plan was derived from public input during a 12 month research and writing process. This vision seeks to balance local interests in protecting the unique character of the region while creating new economic opportunities. The byway walks a careful line between competing interests, finding ways to encourage tourism that does not congest the roads or interfere with the local fishermen, trades and retirees, and finding ways to encourage conservation while not threatening property rights and entrepreneurial innovation. Implementation of the vision has involved a lot of volunteer effort in attending meetings, presenting new ideas to local governments and meeting with local organizations to identify common interests.

- 6) *Building Along the Byway (on or adjacent to the byway) – Please describe physical improvements either completed or in the process of being implemented (e.g., bike trails, bridge or road improvements, wayside facilities, visitor’s centers, pull-offs, etc.). How has or will the project directly increase the quality of the visitor’s experience by filling a critical need or void along the byway? Does the project reflect an innovative design solution? Will this design minimize future maintenance? Please explain.*

(up to 300 words – box will expand as you enter information):

Construction of projects has just begun along the Schoodic Scenic Byway. This year three accomplishments are:

- ♦ Construction of a Gateway flagpole which sports the US, Maine and Downeast Acadia flags located near to the western entrance to the byway.
- ♦ Installation of byway directional signage that assists visitor with way finding.
- ♦ Clearing of emergent growth at one scenic turnout that had completely blocked views of Frenchman Bay and Mount Desert Island.

Additional projects have been funded to create gateway rest areas at the two ends of the byway, improvements to scenic turnouts and interpretive signage. These projects have been delayed in coordination with a major road reconstruction plan for Route 1.

List of Attachments

This section requests that you list attachments included with your application. All applications and attachments should be labeled and bound in a notebook. Applicants should include a copy of their application on diskette with two (2) printed, signed copies and two (2) sets of any attachments. We encourage you to include attachments that will be helpful in publicizing best practices. You may submit up to six (6) attachments that you believe best convey the significance of your project and how it constitutes a best practice for byways. Emphasis should be on quality not quantity. Please note that attachments submitted for consideration will not be returned.

Attachments may include, but are not limited to the following:

Slides: Any imagery you wish to submit should be in the form of slides. Please include two (2) sets of up to twenty (20) color slides in a sleeve. Color slides provide high-density images that can be used for publication. If you are submitting duplicates, please avoid machine duplication to ensure high quality images. Please do not submit digital photographs for consideration (their resolution is not suitable for publication).

If a slide/image is deemed to be the property of a State Department of Transportation or other agency, it must be submitted with the explicit permission of the agency Director, Commissioner, or Executive Director. The competition sponsors, AASHTO, America's Byways Resource Center and FHWA will have the right to exhibit, reproduce and distribute images submitted for consideration as part of this competition. Please see model release form.

Instructions:

- Label each slide with a number, the project name and subject in the slide
- In the table below, please provide the corresponding slide number, a description of what is being illustrated and attribution (please note that these captions will be read to the review panel members as they view the slides so be sure to highlight the important elements of your project). *Slides should clearly illustrate the relationship of the project to the byway.*
- We suggest that most slides include people. Please include diversity in the depiction of people in the slides. *If individuals included in the slides can be easily recognized, applicants should obtain the permission of these individuals for reproduction of the image (see model release form).* Please refer to the attached Tips for Good Photographs Worksheet to guide you in your selections for submission.

Slide Number	Caption and Attribution
1	Pride of Sullivan: New flagpole with local granite: credit James H. Fisher (JH)
2	View of Mount Desert Island *Acadia National ark) across Frenchman Bay (JH)
3	Local resident engaged in traditional occupation of clam digging along Byway (JH)
4	Rocky coast of Schoodic Point: Credit Maine Department of Transportation (MDOT)
5	Interpretation at Schoodic Point of Acadia National Park (JH)
6	Results of much community involvement: new jobs and businesses (JH)
7	The Schoodic Unit of Acadia N.P. offers tranquillity and accessibility (JH)
8	Locally owned businesses offer residents and visitors unique shopping experiences (JH)
9	Gouldsboro Village Library, West Gouldsboro Union Church (both National Register) (JH)
10	Picturesque, time forgotten Wonsqueak (pronounced "one squeak") Harbor (MDOT)
11	Fall in Downeast Maine offers outstanding weather and few crowds (MDOT)
12	Iconic Maine coastline from Schoodic National Scenic Byway (MDOT)
13	A working Downeast harbor (MDOT)
14	Unsurpassed views and weather make bicycling a very popular activity in Acadia (MDOT)
15	
16	
17	

Byway Contacts

If your project is selected for recognition, AASHTO will contact the scenic byway coordinator. Unless the individual is the same as the Primary Person to be Recognized (above), the State Scenic Byway Coordinator also will be recognized at the National Scenic Byways Conference. We ask that you also provide the name of the byway organization and pertinent contact where applicable.

State Scenic Byway Coordinator:

Name: Bret Poi email: bret.poi@maine.gov
Agency: Maine Department of Transportation
Address: State House 16
City: Augusta State: ME Zip: 04333-0016
Phone: (207) 624-3104 Fax: (207) 624-3101

(up to 50 words – box will expand as you enter information):

Role in project: State Coordinator, manager of funds, overseer of all byway projects.

Byway Organization:

Organization Name: Hancock County Planning Commission
Contact Name: James Fisher, Planner email: jfisher@hcpcme.org
Address: 395 State Street
City: Ellsworth State: ME Zip: 04605
Phone: (207) 667-7131 Fax: (207) 667-2099

(up to 50 words – box will expand as you enter information):

Role in project: Manager of Schoodic Byway projects. Lead consultant in writing and implementing CMP.

Other Project Partners or Contacts

This section requests you to provide information on other partners or contacts that had an active role in the project. Feel free to list more as needed – just copy and use the block of information requested.

Name: Peter Drinkwater email: wh5n10@midmaine.com
Position: Marketing Director
Organization: Schoodic Corridor Committee
Address: Main Street PO Box 340
City: Winter Harbor State: ME Zip: 04693
Phone: (207) 963-7927 Fax: (207) 963-7299

(up to 50 words – box will expand as you enter information)

Role in project: Marketing director for the Schoodic Scenic Byway, primary contact with Maine office of Tourism and local chambers of commerce.

Name: Frank Dedmon email: ldunbar@zwi.net

Position: Selectman
Organization: Town of Sullivan
Address: 1888 US Highway 1
City: Sullivan State: ME Zip: 04664
Phone: (207) 422-6282 Fax: (207) 422-4785

(up to 50 words – box will expand as you enter information)

Role in project: Active member of the Byway Corridor Committee. Elected leader for the Town of Sullivan. Construction supervisor for Sullivan gateway project.

Signatures

This section requests the name and signature the person who prepared the application. Unless otherwise indicated, AASTHO will contact this person if additional information is needed after the application is received.

This section also requests the name and signature of a representative of the state department of transportation. It is not necessary that the chief executive of the state DOT sign the application (or any transmittal letter).

Application prepared by:

Name: James Fisher, AICP Phone: 207-667-7131
Organization: Hancock County Planning Commission
Title: Planner

Signature

Date

State Department of Transportation

Name: Bret Poi Phone: (207) 624-3104
Title: State Scenic Byway Coordinator

Signature

Date

Application Deadline

All applications must be submitted through the state Department of Transportation (for the state where the project is located). Please allow time when preparing your application to enable the DOT to forward your application to AASHTO for consideration by *Monday, August 12, 2002*. DOT's should submit all applications directly to:

AASHTO
c/o TransManagement, Inc.
505 Capitol Court, NE
Suite 300
Washington, DC 20002

Phone: (202)547-2717

An electronic version of the application may be downloaded from www.transportation.org. Please include a copy of your application on a diskette with two printed, signed copies and **two sets of any attachments.**

If you have questions about this recognition program, please contact Kate Valentine at TransManagement, Inc. (202)547-2717 or via e-mail at valentine@transmanagement.com.

Attachment 1: www.schoodicbyway.org

Attachment 2: Schoodic Scenic Byway Corridor Management Plan (Adopted June, 2000)

VISION

The Schoodic Scenic Byway is the gateway to Downeast Maine. The byway provides residents and visitors alike with the opportunity to live a unique, “down-east” piece of the American mosaic. Our communities are the home of rugged coastlines, harbors filled with fishing, lobstering and recreational boats, baked bean suppers and independent thinking.

This scenic byway ties together three traditional Maine communities with Acadia National Park’s Schoodic Peninsula. Residents, local businesses and elected-representatives work together to preserve and promote the economy, traditional and innovative land use and a clean, healthy environment throughout the corridor.

Residents of Sullivan, Gouldsboro and Winter Harbor are able to travel safely in their own communities, with better accommodation for driving, walking and bicycling. Visitors have adequate places to leave their cars and recreational vehicles so that they can explore our communities and Acadia National Park by bus, bicycle, boat, and on foot.

The economy is diversified and sustainable with businesses that attracted to our hard working citizens, marine resources and the high quality of life. Much of our workforce continues to be self-employed entrepreneurs. New businesses work with community leaders to strike a balance between the need for visibility and the importance of preserving the beauty that we all need. We enjoy year round tourism, with visitors interested in down-east recreation in snow, flowers, sun and autumn colors.

Our communities continue to support instituting reasonable measures to preserve scenic views and historical and cultural resources and to enhance safety for residents and visitors.

GOAL 1: maintain and enhance the scenic and historical value of the Scenic Byway

Without scenery, without historic landmarks, without the working landscapes of the Schoodic Region, there is no call for a scenic byway. Yet, the experience in other towns suggests that the absence of planning can result in commercial sprawl and a loss of intrinsic resources, eventually denigrating towns to parking and shopping way-stations for people looking for the “real Maine”. The objectives listed here are part of a balanced strategy that seeks to protect historic and scenic resources, property rights of land owners and the quality of life that resident hold dear.

Objectives

- Inventory scenic and historical locations
- Rank priorities for scenic and historic preservation
- Identify resources for scenic preservation
- Enter written partnership agreements to preserve scenic and historical values

Strategies

- Work with community leaders, business leaders and landowners to identify scenic locations
- Partner with area Historical Societies to identify areas of historical significance
- Examine existing ordinances, identifying strengths as well as gaps and inconsistencies
- Work organizations such as the Route 1 Corridor Committee, Schoodic Area Chamber of Commerce, Schoodic Futures, Hancock County Planning Commission, Eastern Maine Development Corporation, Maine Department of Transportation and the Maine Department of Environmental Protection to match resources with needs.

Performance Measures

- Completed Inventory of Historic Assets
- Additional structures listed on the National Register

Passage of new policies at state and local levels to protect scenic and historic properties
Private and public funds devoted to historic preservation
Additions to accessible scenic overlooks, turnouts and park areas

GOAL 2: provide safe traveling lanes for Pedestrians, Bicycles and Motor vehicles

Safety is “number one” in the minds of members of the Corridor Advocacy Group and was repeatedly stressed in public meetings. In order for the Byway program to be considered successful in this region it must increase safety for residents and visitors over the status quo. The status quo does leave room for improvement. Issues noted in public meetings include lack of space for bicycles and pedestrians, tourists attempting to see and photograph scenic vistas without a proper place to stop and sometimes note stopping at all, drivers exceeding posted speed limits, and large vehicles lacking adequate space and obstructing roads. The objectives listed below are only a first attempt at mitigating existing problems many of which will grow worse as tourism continues to increase in the future.

Objectives

Identify locations for bicycle routes
Identify funds for scenic byway improvements
Identify automobile turn-out locations
Identify signing ideas for scenic locations
Identify needed road improvements
Identify parking and traffic ordinances
Increase sensitivity of RV drivers of their impact on communities and fellow travelers.

Strategies

Work with DOT to identify locations for turnouts
Committee prepares mock signs for community evaluation
HCPC prepares regional integration document for bicycle routes
Apply for Federal and State grants for safety and transportation
Provide “staging” or parking areas for RVs to switch to alternative modes of transportation, such as bicycles, towed vehicles or buses.

Performance Measures

Road reconstruction and resurfacing (primarily through six-year planning process)
Shoulder paving and other trail construction for bicyclists and pedestrians
Improved scenic turnouts and park-and-ride facilities along the byway
Placement of safety related signage for traffic calming and visitor information
Reductions in safety reports and accidents relative to daily volume of traffic

GOAL 3: Foster Participation And Community Support For The Scenic Byway

Public participation has been essential to the creation of this corridor management plan and will be equally critical for future protection of the intrinsic values. The Towns of Sullivan, Gouldsboro and Winter Harbor will be active in two ways to support the Scenic Byway. First, they will be active participants in the Corridor Management Committee, the coordinating body that will promote the byway locally, identify national, state and local resources for making improvements and will act to provide information to local planning boards and select boards about how byways can be protected. The Towns will also embark on a multi-year effort to consider and adopt policies that will encourage development that does not diminish the historic and scenic values identified on the byway. Details about this process are described in the section on Protection Techniques. The towns will be assisted in their efforts by the Route 1 Corridor Committee, the Regional Transportation Advisory Committee and several partners at the state level.

Objectives

Define and implement an ongoing Community Participation Program
Use the print and broadcast media to keep the public informed
Provide educational open forums, meetings and workshops
Pursue new protection techniques to encourage preservation of historic and scenic resources.
Pass the Corridor Management Plan in all three towns at annual meetings

Strategies

Build expertise within the Corridor Advocacy Group
Byway Committee and HCPC provide draft press releases
Build and display a Scenic Byway informational signboard
Invite guest speakers to open forums and meetings
Invite community leaders, businesses and members to open forums and meetings
Arrange meetings with DOT, SBC and Hancock County Planning Commission and other professional groups to make presentations at the workshops

Performance Measures

Passage of the Corridor management plan at public meetings
Attendance at public meetings, public hearings and other events
Publications and other media presentations about the byway
Grant applications completed and successful
Commitments of local support for completion of byway objectives

GOAL 4: Promote Education On The Need For Resource Protection And Preservation

There are many unexploited opportunities for education of visitors about the scenic, natural, historical and cultural resources of this region. One humorous definition of education is “the process of learning what you didn’t know you didn’t know.” Of the five goals in this plan, education should be considered the most amenable to new ideas and methods for implementation. As such, the objectives set forth in this plan are suggestive rather than comprehensive.

Objectives

Identify historical landmarks and create interpretive signage
Identify and promote off-byway side trips
Identify natural resources and create interpretive signage emphasizing the local economy

Strategies

Provide educational open forums, meetings and workshops
Provide information at scenic turnouts on scenic, historic and cultural assets
Provide travelers maps with insets for off-byway sites, such as Tunk Lake, Corea and West Gouldsboro.

Performance Measures

Greater awareness and appreciation of historic and scenic landmarks
Use of byway side trips, particularly at times when primary routes are congested
Use of educational materials on local natural resources by residents and visitors
Reductions in littering, damage to wildlife habitat, damage to archeological sites and other harm to the local natural and cultural resources.

GOAL 5: Support Year-Round Economic Growth AND Seasonal Tourism

The economies of Sullivan, Gouldsboro and Winter Harbor, like much of the state, are a mix of natural resource based activity, the Schoodic Navy Base that recently scheduled to close, summer residents who own much of the coastal property and tourism. Tourism works in this region in part because of the local economic activities, such as lobstering, clamming, blueberry farming and timber growth, are a fascinating lesson for visitors from the south and west. Local agricultural and marine activities work in part due to the

boost that local markets get from the influx of summer people and tourists. The balance, however, is difficult to maintain. The heavy influx of tourists in July and August strain local capacity for services and boost real estate prices beyond the means of many residents. The equally dramatic decline in tourism in the off season leaves many residents without jobs.

One means of creating a more sustainable tourism sector in this region is to adopt measures which encourage more visitors during the shoulder season, particularly early summer and early to late autumn. Other means include spreading tourists out of the more congested areas into less frequented locations and identifying ways to reduce the number of motor vehicles in areas have room for additional people but not for additional cars. The scenic byway program can promote sustainable tourism through marketing the off-seasons, encouraging visitors to see the full range of working and recreational landscapes in the region and encouraging use of transit options like buses and boats. The byway may be used to promote the region for enterprises that value the natural and historic values of the region, such as education, research and development facilities, marine resources businesses and retirement communities.

Objectives

Identify ways that scenic byway improvements can support an extended tourist “shoulder” season
Develop informational materials for local investors for business start-ups – emphasize quality of the work forces and quality of life.

Strategies

Develop informational materials for tourists emphasizing off-season activities such as autumn colors, hunting, fishing and cultural activities.

Work with State Legislators, economic and tourism groups

Work with the Department of Economic and Community Development, Eastern Maine Development Corporation, Hancock County Planning Commission, Schoodic Area Chamber of Commerce, Schoodic Futures and other organizations

Coordinate Scenic Byways projects with Strategic Passenger Transportation Plan

Performance Measures

Increases in tourism during the shoulder and off-seasons

Economic diversification, measured in creation of employment in a broad range of industry and occupation categories.

Increases in year round employment in the region, particularly jobs paying livable wages

Increase in alternative transportation modes in the region, such as bus, train and ferry transportation.

Attachment 3: