



Project Summary 2011

SB-2011-ME-56587: **Schoodic National Scenic Byway Visitor Wayfinding and Interpretation**

State Submission Date

May 23, 2011

Division Submission Date

not submitted

State Priority

0

This application must be completed online at <http://www.bywaysonline.org/grants/>, and submitted electronically and in printed form.

Application Checklist

The following statements are for informative purposes. Please read and check each statement.

- I understand that this is a reimbursement program - funds are not available up-front.
- I have reviewed and responded to the Complete Application statements as outlined in the Grants Guidance.
- I have been in touch with the State scenic byway coordinator and have responded to recommendations or requirements of the State.
- I have verified with the State byway coordinator that this proposed project can receive authorization to proceed from the State and FHWA division before the end of the fiscal year for which the application is made.

Project Category

Which category best describes the location of this project?

- Project that is associated with a highway that has been designated as a National Scenic Byway, All-American Road, or one of America's Byways.
- Project along a State or Indian tribe scenic byway that is carried out to make the byway eligible for designation as a National Scenic Byway, an All-American Road, or one of America's Byways.
- Project that is associated with the development of a State or Indian tribe scenic byway program.
- Project along a State or Indian tribe scenic byway.

Choose from the following categories of eligible work the type that best fits your project.

- Byway Programs
- Corridor Management
- Safety Improvements
- Byway Facilities
- Access to Recreation
- Resource Protection
- Interpretive Information
- Marketing

Is this application a resubmission of an unfunded project from a previous year?

- Yes
- No

Project Location

State(s) involved in project:

Maine

Indicate the byway's regional location within the State. Reference prominent landmarks such as parallel major highways, natural features, counties, or large cities, that makes the byway(s) easy to locate in a road atlas.

Located in coastal down east Maine on US Route 1 and State Route 186 and includes the towns of Hancock, Sullivan, Gouldsboro and Winter Harbor.

Briefly describe the project's location(s) on the byway using references to route numbers, byway gateway communities, project location communities and landmarks so any reviewer can identify the project sites.

This project implements phase 2 of the interpretive plan, placing interpretive signs at several new locations along the byway. This project also supports brochure, website and mobile applications development. See attached map for specific locations.

Associated Byways

State	Byway Name
ME	Schoodic Scenic Byway

Is this project consistent with the Corridor Management Plan(s) for the byway(s) involved?

- Yes
- No / CMP not available

Congressional Districts

State	District	Representative (at time of application)
ME	2	Michaud, Michael H.

Abstract

Project Description

Complete the sentence "This project will..." before adding remaining information.

This project will carry out the balance of the 2004 Schoodic Byway Interpretive Plan by designing and installing new interpretive panels on the byway, providing updated web-based and mobile information services, as well as installing wayfinding signage to assist travelers in finding these scenic and historic locations along the Schoodic National Scenic Byway.

Byway Benefits

Complete the sentence "This project benefits the byway traveler by..." before adding remaining information.

This project benefits the byway traveler by interpreting the unique historical, cultural, scenic and natural intrinsic qualities of downeast coastal Maine. Prospective travelers will find enhanced website services including itineraries,

audio and video. Visitor will enjoy new interpretive panels about the natural forces that give this region in Maine dramatic tidal fluctuations which in turn create unique marine habitats as well as the prehistorical, historical and current resource-based industries including granite mining, lobstering, clamming, forestry, early “rustication” tourism and more. Wayfinding improvements will benefit travelers by assuring they see and hear our remarkable stories.

Narrative

Project Summary

Completely describe all the major elements of your proposed project in a concise but complete summary.

This project carries out the remainder of the 2004 interpretive plan, and includes venues that were not anticipated at the time. The basic elements of this project are:

- To enhance our website , www.schoodicbyway.org to provide more detailed itineraries, information on byways activities and extend information about off season opportunities
- To create online content that is more suitably formatted for small screens, such as cell phones and network tablets
- To design and install ten to twelve full size interpretive panels, similar in construction to panels found along the byway
- To update the 2004 Interpretive Plan, noting what has been completed and defining new opportunities.

This project follows the basic guidelines of visitor wayfinding set forth by the Americas Byways Resource Center.

- Pre-visitation - This proposal enhances www.schoodicbyway.org with new informational and interactive elements. The site already has an interactive Google map, but new elements will include more scenic imagery, video and visitor itineraries. Our presence using social media including facebook, youtube, our sister website www.downeastexplorer.org will be enhanced with more imagery, interaction and wayfinding services.
- Visitation - This proposal funds the creation of approximately 12 new interpretive panels to be placed along the byway to educate visitors about scenic, cultural and recreational locations. These locations are proposed to include: Tidal Falls, Gordon’s Wharf, Sumner Park, Winter Harbor and Prospect Harbor.

The web site will also be replicated in a mobile friendly format enabling access to critical visitor information through web-enabled cell phones. Audio interpretation of sites will be connected to interpretive panels by geo-location and smart phone QR Tags. In addition to interpretive panels, approximately 8 wayfinding signs will be created to assist visitors to find all of our venues.

- Post visitation - The website and social media will be encourage visitors to come again, see their suggestions for byway improvements and to contribute their knowledge and impressions through our wiki site.

Overview on Content of Interpretive Signage:

Interpretive signage will be located by improved scenic turnouts and will emphasize the themes stressed in the corridor management plan, the natural environment and working landscape reflecting historic and cultural values. Many of the historic and environmental details for the region are recorded in the inventory and guided tour of the byway in the first section of this corridor management plan.”

In 2004 the Schoodic National Scenic Byway completed a detailed interpretive plan to implement the goals of the 2000 Corridor Management Plan. This plan is available online at www.schoodicbyway.info, our planning website.

The first wave of implementation included updating the visitor byway website (www.schoodicbyway.org), creating a companion website with a broader array of social media tools (www.downeastexplorer.org) as well as creating a Schoodic Byway facebook page. On the ground, this first wave included production and installation of 14 interpretive panels located in four different towns in seven locations. Three of these signs are still displayed in their town office pending installation in the summer of 2011. Readers are encouraged to visit www.schoodicbyway.info/photo/interp to see the sign images and installation.

Since 2004 a great deal has been accomplished to build the visitor infrastructure along the byway.

- In the Town of Hancock our byways western gateway went from being a temporary welcome sign to a large scenic turnout with views of Taunton Bay, interpretive signs and will shoulder have granite benches and a new information kiosk. Also in Hancock, partner organizations, Frenchman Bay Conservancy and Friend of Taunton Bay have created or improved visitor areas, most notably at the “Tidal Falls.”
- In the Town of Sullivan a mix of local, state and federal funds were used to acquire Gordon’s Wharf, providing new public access to Taunton Bay, as well to make significant improvements to the Frenchman Bay Scenic Turnout and the Long Cove scenic turnout. The Gordon’s wharf facility includes a town-owned building that will serve as a home base for a regional land trust (Maine Coast Heritage Trust) and a regional environmental research and education center (Friends of Taunton Bay). A new era of public outreach and education is just getting started.
- In the Town of Winter Harbor, the town worked with local state and federal funds to create a walkable village center with new sidewalks, night-sky friendly street lights, a new boat ramp and interpretive signs. The Schoodic portion of Acadia National Park in Winter Harbor acquired a large retired Naval Base that has been converted to the Schoodic Education and Research Center (SERC) where scientists carry out research on marine ecology and bus loads of young students come to learn about the region’s unique natural systems.
- In the Town of Gouldsboro, a new eastern Gateway to the Schoodic byway was designed, property was acquired and construction is scheduled to begin in the summer of 2011. One interpretive sign has already been designed and built, and is ready for installation. The town has also invested in building a new school near the village center and is working on ways to connect all of the social infrastructure with sidewalks and trails.

The creation of new venues and improvements to existing venues have laid the ground work for the second phase of the interpretive plan. Specifically, we have new opportunities at six locations, indicated in an attached map. A few examples of the interpretive themes or stories that we will bring to visitors include:

- the history of Sullivan granite mining, processing and export and current granite artisanry.
- the charismatic fauna of Taunton Bay - from harbor seals to osprey and eagles
- recreation and safety in the fast moving tides of the Maine Coast.
- early brick making on Flanders Bay
- native American pre-history, and the archeology of a seafood diet
- lighthouses, shipwrecks and rescues on the rocky coast
- America’s last sardine factory

A decade ago we felt that interpretation through the internet and interpretive panels were both affordable initially and sustainable. We wanted, but could not see how to pay for, interpretive sites that could offer live presentations. Fortunately over time three opportunities for enhanced interpretation have arisen at no cost to the byway. These are the co-location of land trusts, environmental advocates and the newly created Schoodic Education and Research Center. Each will interact with the public in different ways, but each gives us new opportunities to educate visitors. However, these are not dedicated visitor centers per say, so the need to continue building our interpretive sign program persists.

Benefit to Byway Traveler

Describe how the proposed project will benefit a byway traveler, add to their travel experience or fulfill an important objective of your CMP.

Visitors will benefit in several ways from this expanded, multimedia campaign: - We will provide a base-level of service through our interactive web, social media and mobile application program. - We will provide on site interpretive panels in several new and expanded locations. - We will provide improved wayfinding assistance through directional signage and our second edition byway visitor brochure (to be printed in June, 2011 using a prior Scenic Byway Grant). - We will help to promote live interpretive presentations by our partner organizations, encouraging visitors to take advantage of presentations at several venues along the byway.

While visitor benefits are patently clear with this interpretive project, it is worth noting that the original Corridor Management Plan spoke to the need to educate visitors about the region and to provide new activities for year round visitation.

The Schoodic Byway Corridor management plan (www.schoodicbyway.info) is currently under revision. The original plan legitimated interpretation as a basic goal of the byway:

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

GOAL 5: Support Year-Round Economic Growth and Seasonal Tourism • 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.

Prior Projects

Describe any relationship between this project and previously funded National Scenic Byways Program grant projects. In addition, discuss how the proposed work relates to any multi-year work plan byway leaders have developed.

This project builds on virtually all of our previous grants. In a remote location like ours, it is extremely important to communicate our stories, to continually improve visitor opportunities and to leverage new technologies to break down the barriers of distance and time. By adding interpretive information on line and on the ground, we will be enhancing scenic turnouts funded in 2001, 2002, 2003, 2004, 2005, 2008 and 2009. This project also carries forward projects like www.downtownexplorer.com, partially funded in 2006.

Project Coordinator

Please provide contact information for a person responsible for this project.

Name: James H Fisher

Title: Senior Planner

Organization: Hancock County Planning Commission

Address: 395 State Street
Ellsworth, ME 04605

Phone: 207-667-7131

Fax: 207-667-2099

E-mail: jfisher@hpcme.org

Work Plan

Milestone/ Task	Start Date	Duration	Responsible Party	Justification
Establish funding agreement with State	AAD*			
Project Planning and Administration	AAD + 1 day*	12 months	James Fisher, Planner, HCPC	This element over-arches the entire project. Tasks will include scheduling meetings and public presentations, setting and maintaining times line.
Graphic Design for Interpretive and Wayfinding Panels and Venues	AAD + 3 months*	6 months	Schoodic National Scenic Byway Corridor Committee	This project will engage a professional graphic artist to design interpretive panels for all three proposed locations. The Corridor Committee will be responsible for reviewing bids from graphic arts firms, selecting a preferred provider, assisting in providing content and reviewing draft panels.
Landscape Design for Interpretive areas	AAD + 3 months*	6 months	Lawrence Johannesman, MaineDOT	The proposed sites are largely ready for interpretive sign installation. Nevertheless, the professional services of MaineDOT Landscape architects will be invaluable in siting the signs and coordinating these with amenities such as benches or planting.
Manufacturing and Installation of Interpretive Signs	AAD + 6 months*	6 months	James Fisher, Hancock County Planning Commission	This is the final phase of implementation for the interpretive portion of this program. Critical steps at this phase include manufacturing the interpretive panels (Folia has manufactured our panels in the past), manufacturing of mounting brackets, purchase of granite posts, and installation of panels, benches and other amenities. Specifications for the panels, mounting brackets, posts and installation are detailed online at www.acadiabyway.org and are attached to this proposal. HCPC will provide project oversight and will contract with an installation crew in coordination with MaineDOT.
Inauguration of New Interpretive Sites	AAD + 12 months*	1 month	Schoodic National Scenic Byway Corridor Committee	The Corridor Committee will coordinate inaugurations with the host communities. Local leaders, supporters, byway advocates and the press will be invited to celebrate the three new projects. Celebration and ribbon cutting events will help to build local awareness of the facilities and the stories that they convey to the public.

* AAD = Actual Award Date (estimated to be October 01, 2011)

Budget

Cost Breakdown

#	Description	Total Cost	Requested	Match
2.	Interpretive Panel Design	4,000	3,200	800
3.	Landscape Design	2,000	1,600	400
4.	Interpretive Panel Construction	12,000	9,600	2,400
5.	Web Site and Mobile Applications	4,000	3,200	800
Total		\$22,000	\$17,600	\$4,400

Matching Funds

Source	Type	Description	Amount
Frenchman Bay Conservancy	Cash		1,000
Town of Gouldsboro	Cash		1,000
Town of Winter Harbor	Cash		1,000
Town Sullivan	Cash		1,000
Hancock County Planning Commission	Services (Non-state or Non-federal)	Technical Support for Web Development and Site Planning	400
Total			\$4,400

Funding Allocation

Do the byways involved in the project cross any Federal Lands? (Check all that apply)

- Bureau of Indian Affairs
- Bureau of Land Management
- Fish and Wildlife Service
- National Park Service
- USDA Forest Service

If this project is selected for funding, please indicate your preference for carrying out the project (check one):

- FHWA allocates the funds for the project to the State DOT
- FHWA allocates the funds for the project to one of the Federal Land Management agencies marked above (provide contact information below)
- FHWA allocates the funds for the project to an Indian tribe or tribal government (provide contact information below)

If funding should be allocated to a Federal land management agency or Indian tribal organization, please provide contact information for that organization:

Name:
Title:
Organization:
Address:
Phone:
Fax:
E-mail:

Attachments

Use this as a checklist to verify that all attachments are provided with your printed application.



Location Map

This map depicts the location of the Schoodic National Scenic Byway and proposed interpretive signage locations. Some locations will require additional feasibility analysis.

Digital version: [BywayInterp052311.jpg](#) (3.1 MB)

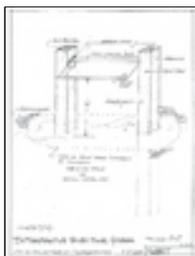
Corridor Management Plan Goals 4 and 5

Goal 4 - Education and Goal 5 - Year round economic development speak to the need for ongoing interpretation and promotion of the region.

Digital version: [CMPGoal45.txt](#) (4.5 KB)

Schoodic Byway Interpretive Plan

The 2004 Interpretive Plan provides detailed guidance for interpreting many segments of the Schoodic Byway.



Interpretive Sign Design Specifications

This is one of several design specifications for interpretive panels provided by the Maine Department of Transportation.

Digital version: [Sign Panel Holder 2.jpg](#) (204.8 KB)



Sample Interpretive Sign

This is an example of an installed interpretive panel.

Digital version: [GordonPierInterpretiveSignInstallation.JPG](#) (479.7 KB)

Signatures

Application Completeness

I certify that this application is complete and correct, and is eligible for National Scenic Byways funding. (This should be completed by the State's scenic byways coordinator.)

Please print name:	Title:
Signature:	Date:

Matching Funds Certification

I certify that the matching funds for this project are available for use at the time of application.

Please print name: Fred Michaud	Title: Maine State Byway Coordinator
Signature:	Date: