

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.