

Indian River Lagoon National Scenic Byway Annual Work Plan - 2018



November 2017

Byway Background

In the spring of 1999, a group of community advocates including county, local, regional and private interests came together to discuss the importance and beauty of the Indian River Lagoon. These community leaders recognized the importance of a scenic highway designation as a tool to tell the story of the Indian River Lagoon. Ultimately the corridor was designated a Florida Scenic Highway in 2000 and a National Scenic Byway in 2001.

The Indian River Lagoon National Scenic Byway Coalition is soon to celebrate its 18th anniversary as a designated Florida Scenic Highway. During this time the Coalition has had significant success in partnering with the region's local communities and other local advocacy groups to accomplish many community projects consistent with its mission.

Guiding Principles

In developing this Work Plan (Plan), the Coalition first reviewed their Mission Statement and defining values to ensure that these statements still accurately reflect the organization's focus. Based on this review the Coalition determined that these statements remain consistent with the Coalitions focus.

Mission

The mission of the Indian River Lagoon National Scenic Byway Coalition is to encourage visitors to the 233-mile Byway on Florida's central east coast to experience the byway's unique natural, historic and cultural resources.

Defining Values

- Appreciation for the resources of the Indian River Lagoon.
- Support a vibrant local economy.
- Appreciation for the balance between community needs and the natural beauty of the region.
- Maintaining strong partnerships with other community advocacy groups having similar interests.

Goals & Objectives

The Coalition reviewed their current goals and objectives to ensure that their priorities and day-to-day efforts are consistent with these statements. The goals and objectives as presented below reflect the intent of the Coalition. As part of this review, the Board also assessed the status of each statement and noted those that are currently being worked

on. Goals/Objectives that have been completed or are no longer pertinent have been removed.

Goal 1: Protect and enhance the unique resources along the byway.

Objective 1.1 Support efforts to enhance and protect the byway's natural, recreational and heritage resources. (Underway)

Objective 1.2 Protect and enhance the byway's heritage resources.

Objective 1.3 Protect and enhance the byways scenic resources.

Objective 1.4 Enhance the byway's recreational resources.

Objective 1.5 Emphasize the importance of natural landscape vistas along the byway. (Underway)

Objective 1.6 Support partnerships focused on community beautification programs. (Underway)

Objective 1.7 Support implementation of the Indian River Lagoon Comprehensive Conservation Management Plan. (Underway)

Goal 2: Provide a high-quality experience for the byway traveler.

Objective 2.1 Support the implementation of a regional wayfinding plan. (Underway)

Objective 2.2 Implement an interpretive plan that communicates the story of the byway's resources. (Underway)

Objective 2.3 Develop corridor interpretation tools that meet the varying needs of users of the user. (Underway)

Objective 2.4 Develop non-electronic corridor informational tools. (Underway)

Objective 2.5 Support efforts that enhance the byway user's experience (new for 2018)

Objective 2.6 Support the needs of the international traveler. (Underway)

Objective 2.7 Ensure a focused and active social media presence (Underway)

Goal 3: Leverage byway designation as a tool for economic development.

Objective 3.1 Encourage compatible and complimentary land development uses along the corridor. (Underway)

Objective 3.2 Partner with local businesses to promote the byway. (Underway)

Objective 3.3 Promote unique byway opportunities that encourage an enhanced

awareness and appreciation for the byway's resources. (Underway)

Objective 3.4 Maintain Coalition dialogue with local officials regarding organization goals, accomplishments, needs & priorities. (Underway)

Goal 4: Ensure the long-term success of the Advocacy Group.

Objective 4.1 Support applications for National Scenic Byway designation for the Fellsmere, Pineapple Ave and the Northern byway extensions. (Underway)

Objective 4.2 Consider requests for extensions to the corridor that are consistent with and enhance the implementation of the goals and objectives of the Indian River Lagoon National Scenic Byway Coalition and enhance the visitor experience. (Underway)

Objective 4.3 Ensure the successful completion/submittal of FSHP end of year reports, Florida Department of State Incorporation, state not-for-profit, and IRS filings. (Underway)

Objective 4.4 Maintain an organizational structure that assures the long-term success of the advocacy group. (Underway)

Objective 4.5 Establish working groups (committees) that enhance Coalition efforts. (Underway)

Objective 4.6 Implement the corridor marketing plan to increase membership, attract financial support and educate those not familiar with designation. (Underway)

Objective 4.7 Continue to comply with standard operating policies for not-for-profit organizations to ensure the long-term success of the Coalition. (Completed)

Objective 4.8 Update the IRLNSB Coalition Board Manual. (new for 2018)

Goal 5: Promote safe, multi-modal access to the byway and its resources.

Objective 5.1 Support improved access to byway resources where needed. (Underway)

Objective 5.2 Partner with local agencies to support/implement highway safety improvements as needed (i.e., Complete Streets concepts traffic calming, pedestrian crossings, etc.). (Underway)

Objective 5.3 Support the recognition of byway issues and value in regional

planning efforts. (Underway)

Objective 5.4 Partner with regional trails managers (i.e. trails, walkways, bikeways, blueways) to ensure regional access, and connectivity. (Underway)

Goal 6: Develop strong grassroots support for the byway

Objective 6.1 Provide decision makers with a clear understanding of the byway resources and the mission of the Coalition. (Underway)

Objective 6.2 Get the word out to the community. (Underway)

Objective 6.3 Develop and reestablish partnerships with organizations having similar mission and goals for the region. (Underway)

Objective 6.4 Insure a Coalition presence at key community events. (Underway)

Objective 4.9 Ensure Coalition leadership can speak to byway issues and the Coalition's efforts. (Underway)

Recent Accomplishments

Part of the Coalition's assessment included documenting recent accomplishments. The Board believes that past accomplishments help establish future actions. The following accomplishments are part of a larger implementation strategy that is consistent with the organization's long term focus (Mission, Vision, Goals, and Work Plan).

- Celebrated of the opening of the Fellsmere Visitor Center at the Fellsmere Trailhead Preserve.
- Participated and presented at the 2017 District Five Byway Workshop in Deland, Florida.
- Participated in the opening ceremony for the Titusville Welcome Center.
- Partnered with the Suntree Rotary to design/install an informational kiosk at the Rotary Park in Suntree.
- Quarterly updates to byway website.
- Completion of FDOT Annual Reporting.
- Partnered with FDOT to update the FSHP signage on the byway.
- Conduct regular Coalition meetings (monthly/bi-monthly) including a series of pertinent guest speakers.
- Maintain Not-for-Profit status and issue Not-for-Profit Annual Report.
- Conduct a byway Bus Tour for the Board, FDOT and elected officials.
- Conduct byway updates for local decision makers.

Annual Work Plan 2018

As noted above, before the Coalition felt comfortable developing a work plan for the upcoming year, they needed to assess where they had been. This assessment showed an organization that remains consistent with its overall focus to serve as an advocate for the byway and the communities that it touches.

In developing their 2018 Work Plan, the Coalition was careful to identify actions that provide continuity and carry forward past successes while balancing volunteer availability. All items in this 2018 Work Plan are consistent with the byway organization's long term focus.

Indian River Lagoon National Scenic Byway Annual Work Plan (2018)

Program/Project	Goal(s) & Objective(s)	Lead	Estimated Date of Completion	Funding Source(s)
Finalize upgrades to Coalition web site	Goal 2 & 3	Nicole Holbrook	Spring	FDOT technical support and In-kind donation of volunteer time
Active involvement in social media outlets	Goal 2, 3 & 6	Board	Ongoing	In-kind donation of volunteer time
Update FSHP Office of Upcoming Byway Events on a Quarterly Basis	Goals 2 & 3	Board	Ongoing	In-kind donation of volunteer time
Reprinting of Byway Marketing Materials	Goal 2 & 3	Nicole Holbrook	Fall	In-kind donation of volunteer time & grants
Identify location for additional kiosks	Goal 2, 3 & 6	Board	Ongoing	In-kind donation of volunteer time
Continue hosting bi-monthly guest speaker program	Goal 6	Board	Ongoing thru 2018	In-kind donation of volunteer time
Review the IRLNSB Page on the FSHP Website for consistency	Goal 4	Nicole Holbrook	Spring 2018	In-kind donation of volunteer time
FDOT Annual Reporting	Goal 4	Board	March/November 2018	In-kind donation of volunteer time
Maintain Not-for-Profit Corporation Status	Goal 4	Board	April 2018	Corporation status fee; paid by donation
Participation in community events	Goal 2 & 3	Board	Ongoing	In-kind donation of volunteer time
Develop a tracking tool to be updated monthly to track Byway Organization accomplishments throughout the year	Goal 4	Board	Ongoing	In-kind donation of volunteer time

Conduct elected official update	Goal 6	Board	Spring	In-kind donation of volunteer time
Membership Recruitment	Goal 4	Board	Ongoing	FDOT Technical support and In-kind donation of volunteer time
Update to the existing Coalition Board Manual	Goal 4	Board	Spring	FDOT technical support
Participation in FSHP sponsored events	Goal 4	Board	Spring	In-kind donation of volunteer time



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