

Indian River Lagoon National Scenic Byway

Annual Work Plan - 2017



November 2016

Introduction

The recently issued Florida Scenic Highways Program guidance requires that each byway develop an annual work plan for the upcoming year. The intent of this plan is to help the byway organizations assess their plans for the upcoming calendar year. Although there is no required format for this plan the guidance recommends that it be realistic and take into consideration the human and financial resources of the organization. In developing this plan the Indian River Lagoon National Scenic Byway (Coalition) felt it appropriate to first assess where their organization has been before establishing a plan of action for the upcoming year. As a result this Annual Work Plan/2017 has two parts;

1. Assess current byway organization status
2. Establish a 2017 Work Plan

Current Status

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 advocates 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 17th 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 a number of community projects consistent with its mission.

Guiding Principles

As part of the Work Plan (Plan) development process, the Coalition first reviewed their Mission Statement and defining values to ensure that they still accurately reflected the organization's focus. The Coalition made some minor revisions to its mission statement that streamlines, but does not change the intent of the organization. The Coalition's defining values meet the organization's desires and remain unchanged.

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
- Enhancement of 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. They also reviewed the goals and objectives of the recently approved Northern Extension (Titusville Extension). Although the extension did not change the Coalition's mission, several "extension specific" statements were developed and were in need of being incorporated into the existing overall Coalition goals and objectives. The Coalition is using this work plan development process as an opportunity to consolidate these two sets of statements into a single comprehensive set of goals and objectives for the byway. Ultimately based on this combined review, it was concluded that the goals and objectives as presented below reflect the desires of the Coalition. As part of this review, the Board also assessed the current status of each statement and noted those that are currently being worked on.

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

- Objective 1.1 Protect and enhance the byway's natural resources. (Underway)*
- Objective 1.2 Protect and enhance the byway's heritage resources. (Underway)*
- Objective 1.3 Protect and enhance the byways scenic resources. (Underway)*
- Objective 1.4 Enhance the byway's recreational resources. (Underway)*
- Objective 1.5 Emphasize the importance of natural landscape vistas along the byway. (Underway)*
- Objective 1.6 Support partnerships for community beautification programs.*
- 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 Develop a Wayfinding Plan. (Underway)*
- Objective 2.2 Develop an interpretive plan that communicates the story of the byway's resources. (Underway)*
- Objective 2.3 Develop corridor interpretation systems that meet the varying needs of users of the corridor. (Underway)*
- Objective 2.4 Develop non-electronic corridor informational tools. (Underway)*
- Objective 2.5 Develop non-regulatory planning tools to provide guidance for public and private development along the byway.*
- Objective 2.6 Support the needs of the international traveler. (Underway)*
- Objective 2.7 Support the establishment of a "Northern Gateway Informational Facility" for the Byway (adopted from Northern Extension).*
- Objective 2.8 Work with the FDOT Outdoor Advertising Office to conduct a billboard inventory along the extension (adopted from Northern Extension). (Completed)*
- Objective 2.9 Work with the FDOT District Scenic Highway Coordinator (DSHC) to draft and implement a FSHP Signing Plan for the Extension (adopted from the Northern Extension). (Completed)*

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

Objective 3.1 Encourage compatible and complimentary land development uses for the byway.

Objective 3.2 Partner with local businesses to promote the byway.

(Underway)

Objective 3.3 Promote unique recreational opportunities found along the byway.

(Underway)

Objective 3.4 Develop community educational programs. (Underway)

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

Objective 4.1 Support applications for National Scenic Byway designation for both the Fellsmere, Pineapple Ave and the Northern extensions (modified based on Northern Extension).

Objective 4.2 Consider requests for extensions to the National Scenic Byway 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.

Objective 4.3 Ensure the successful completion/submittal of FSHP end of year reports, Florida Department of State Incorporation 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 focus on strategic planning for the group. (Underway)

Objective 4.6 Create a corridor marketing plan to increase membership, attract financial support and educate those not familiar with designation. (Completed)

Objective 4.7 Embrace the FDOT District Five Accreditation concepts.

(Underway)

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

Objective 5.1 Identify existing access points to the various resources along

the corridor and improve access where needed.

Objective 5.2 Identify needed highway safety improvements and implement reasonable engineering solutions (i.e., traffic calming, pedestrian crossings, etc.).

Objective 5.3 Ensure that the byway is properly recognized in regional planning documents. (Underway)

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

Objective 5.5 Establish “Blueway” partners.

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 CME. (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 along the byway. (Underway)

Objective 6.4 Increase participation in Byway events.

Recent Accomplishments

Part of the Coalition's assessment included documenting recent accomplishments. The Board believes that past accomplishments will 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).

- Celebration of the opening of Pelican Porch Visitor Center enhancements at the Sebastian River Chamber of Commerce Office
- Updates to Coalition bylaws
- Support efforts to complete the construction of the Fellsmere Visitor Center
- Completion of a FSHP signing assessment for US 1
- FDOT Annual Reporting
- 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
- Publication of a Visit Florida "Off the Beaten Path" article

Annual Work Plan 2017

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 2017 Work Plan, the Coalition was careful to identify actions that provide continuity and carry forward past successes. All items in this 2017 Work Plan are consistent with the byway organization's long term focus.

Indian River Lagoon National Scenic Byway Annual Work Plan (2017)

Program/Project	Goal(s) & Objective(s)	Lead	Estimated Date of Completion	Funding Source(s)
Celebrate the opening of the Fellsmere Visitors Center	Goal 2 & 3	Susan Adams	Spring	FHWA construction grant/In-kind donation of volunteer time for opening ceremony
Upgrades to Coalition web site	Goal 2 & 3	Nicole Capp Holbrook	December	In-kind donation of volunteer time
Active involvement in social media outlets	Goal 2, 3 & 6	Board	Ongoing	In-kind donation of volunteer time
Partner with Rotary club to fund the installation of informational Kiosk II	Goal 2, 3 & 6	Tim Ford	Summer	In-kind donation of volunteer time
Reprinting of Byway Marketing Materials	Goal 2 & 3	Nicole Capp Holbrook	Fall	In-kind donation of volunteer time/TDC printing grant
Identify location for informational Kiosk III	Goal 2, 3 & 6	Board	Ongoing	In-kind donation of volunteer time
Host bi-monthly guest speaker program	Goal 6	Board	Ongoing thru 2017	In-kind donation of volunteer time
Byway signing assessment	Goal 2 & 5	Tim Ford	Summer	FDOT funded study
FDOT Annual Reporting	Goal 4	Board	March/November 2017	In-kind donation of volunteer time
Maintain Not-for-Profit Corporation Status and Issue Not-for-Profit Annual Report	Goal 4	Board	April 2017	Corporation status fee; paid by donation
Participation in community events	Goal 2 & 3	Board	Ongoing	In-kind donation of volunteer time



Contact Information

Tim Ford, President

Indian River Lagoon National Scenic Byway Coalition, Inc.

700 Main Street

Sebastian, FL 32958

www.indianriverlagoonbyway.com