



Project Summary 2010

SB-2010-ME-56294: Schoodic Byway
Program Implementation

State Submission Date

Mar 22, 2010

Division Submission Date

Apr 16, 2010

State Priority

7

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

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.

The Schoodic National Scenic Byway is located in coastal downeast Maine on US Route 1 and State Route 186 in 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 affects the entire byway. A map is attached indicating the location of the Schoodic National Scenic Byway.

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: 1) ensure implementation of the Schoodic corridor management plan, 2) pay for printing and publishing byway educational documents, and 3) support travel of byway representatives to regional and national conferences and workshops. Local support for these activities grows every year, with volunteers from each of the participating communities attending regular corridor planning meetings, towns and businesses supporting community revitalization, transit services and visitor outreach.

Byway Benefits

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

This project benefits the byway traveler by matching local support with state and federal funds to implement corridor management plan. Visitors will enjoy a coordinated interpretive program, scenic turnouts, and enhanced byway way-finding. Perhaps most importantly, visitors will continue to hear about local cultural and recreational opportunities through the byway website, calendars and other electronic and printed documents. This scenic, rural portion of coastal Maine has a lot to offer visitors. Completion of projects already in the pipeline and communication of our story will enhance that experience. Reviewers are encouraged to visit www.schoodicbyway.org for more information.

Narrative

Project Summary

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

This proposal supports implementing the goals and objectives of the Schoodic National Scenic Byway Corridor Management Plan, providing information about the byway through multiple digital and print media, as well supporting committee participation in educational workshops.

Implementation support is currently provided by the Hancock County Planning Commission (HCPC), a 501(c)3 Regional Planning Organization that acts as an umbrella for the Schoodic National Scenic Byway. HCPC uses implementation funds to:

- Support an all volunteer committee that directs byway management
- Provide technical planning assistance to the host communities on issues including livability, viewshed preservation, tourism management, interpretive signage and inter-local collaboration.
- Implementing the goals, objectives and strategies for promoting and preserving the Schoodic National Scenic Byway, attached here and detailed at www.schoodicbyway.org.
- Prepare and disseminate information through the internet (www.schoodicbyway.org and www.downeastexplorer.org), byway brochures, interpretive panels, presentations at workshops and conferences,
- Support byway committee travel to regional, state and national byway conferences
- Act as a liaison with outside parties including tourism organizations, media and governmental agencies.

Background

Our first decade as a national scenic byway has produced dramatic changes along the Schoodic Byway. At the time the Corridor Management Plan was endorsed by voters in the host communities the largest employer, a Navy base, was closing, schools were faced with inadequate enrollments and major local economic restructuring was anticipated.

In the midst of this turmoil the Schoodic Byway was born, and a dedicated group of residents pushed ahead with proposals to enhance this working landscape with modest “points of view” for visitors. These points of view took shape in several forms, with the rapid creation of a Schoodic Byway website (www.schoodicbyway.org), interim brochure and outreach to local businesses and the National Park Service. Long-range planning also took hold with successful grant applications and local investments garnered to build physical points of view such as the newly created Taunton Bay Scenic Gateway.

In 2010 we are confronted with new economic challenges. Another major employer, the last sardine cannery in the United States is preparing to shut-down and with it will be the loss of many jobs.

Our transition, however, is well underway. The Schoodic region is seeing new economic vitality and new opportunities for visitors. The former Navy Base has been reborn as the Schoodic Education and Research Center operated by the National Park Service. This center offers a campus for visiting student groups, research scholars and park employees to learn more about the coastal Maine ecosystem.

The Schoodic Scenic Byway has been a partner in economic transformation, seeking ways to balance growth and conservation. One of our strengths has been our capacity to reach beyond town boundaries to foster change along the corridor that transports visitors to Schoodic Peninsula and this extremely scenic portion of Acadia National Park.

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.

The four host communities are small and rural, and have limited fiscal and organizational capacity for byway program planning and implementation. By working together we have constructed a marvelous gateway facility on the western end of the byway and are in final design stages for the eastern gateway. We have created scenic turnouts, installed

interpretive signs, worked with the MaineDOT to encourage road reconstruction and numerous safety improvements and worked with Acadia National Park to build a cooperative relationship between the towns and the National Park Service.

This grant will play a critical role in seeing that our byway projects are coordinated, well designed and built in a way that supports the local economy. Travelers will learn about the byway before they come through ongoing improvements to the website, improved photography of scenic, natural resource, historical and cultural opportunities, greater publicity through regional and national publications, updated byway brochures and more.

Once they arrive, visitors will benefit from well appointed gateway facilities and scenic turnouts providing them with great “points of view.” Interpretive signage and printed information will help to tell our story and turn visits into a learning adventures. Visitors are discovering that there is a lot to do in this region, and over time this knowledge translates into local investments in restaurants, lodging, excursion activities and cultural events, such as the ten day Schoodic Arts for All Festival.

The communities benefit as well. Local pride is manifested in seeing improvements to rest areas, turnouts, safer roads with paved shoulders and village sidewalks. New businesses are created every year that offer goods and services valued by tourists,

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.

The Schoodic National Scenic Byway has benefited tremendously from financial and technical support through the Federal Highway Administration, the Maine Department of Transportation and the host communities. Support for planning and administration has been a key mechanism for keeping this process moving, establishing programs and seeing that they are implemented.

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*			
Planning, Evaluation and Reporting	AAD + 1 day*	12 months	Hancock County Planning Commission	<p>The Hancock County Planning Commission (HCPC) will assist the Corridor Management Committee to assess progress made in the course of the year, publicize successes, identify future Corridor Committee members and resources and report findings to State Agencies.</p> <p>HCPC will maintain www.schoodicbyway.org throughout the year, posting updates about community events, traveler opportunities, maps, and links to other byways throughout the state and country.</p> <p>HCPC will prepare reports about byway activities for the host communities and continually seek public involvement in corridor planning initiatives.</p>
Project Implementation and Coordination	AAD + 1 day*	12 months	Hancock County Planning Commission	<p>HCPC will work with MaineDOT and other state agencies to see that projects move forward. Much of this work is tactical, bringing needed resources, information and people to the table, identifying and overcoming barriers and assisting with permitting. Volunteer days, roadside cleanups, signage installation and other tasks are integral to making this a quality experience for visitors.</p>
Corridor Committee Education and Travel	AAD + 1 day*	12 months	Hancock County Planning Commission	<p>This task provides members of the Corridor Management Committee with an opportunity to attend state, regional and national byway conferences, workshops or other related events. Use of these funds is restricted to reimbursement for registration, travel, lodging and related expenses.</p> <p>Timing of this task will depend upon when funds are approved and when conferences are held. The Schoodic Byway has been represented in Portland, Albuquerque, Detroit and Baltimore National Conferences and each of the annual state byway conferences.</p>

Milestone/ Task	Start Date	Duration	Responsible Party	Justification
Production of Byway Informational Materials	AAD + 1 day*	12 months	Hancock County Planning Commission	Funding will enable the Schoodic Byway to continue communicating with visitors considering a vacation in Downeast Maine. Past initiatives have included maintaining www.schoodicbyway.org , www.downeastexplorer.org , preparing byway brochures, press kits, advertisements and public appearances. Over the last two years we have entered the world of social media with wikis, blogs and podcasting. This year we are launching a presence on Facebook and other networks.

* AAD = Actual Award Date (estimated to be September 01, 2010)

Budget

Cost Breakdown

#	Description	Total Cost	Requested	Match
1.	Project Implementation and Coordination	17,000	15,000	2,000
2.	Production of Byway Informational Materials	4,000	2,000	2,000
3.	Corridor Committee Education and Travel	2,000	1,000	1,000
4.	Planning, Evaluation and Reporting	8,250	7,000	1,250
Total		\$31,250	\$25,000	\$6,250

Matching Funds

Source	Type	Description	Amount
MaineDOT	Cash		6,250
Total			\$6,250

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:

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.

Attachments

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



Schoodic Byway Location Map

This map depicts the location of the Schoodic National Scenic Byway

Digital version: [SchoodicBywayMap.gif](#) (40.3 KB)



CMP Strategic Action Plan

This attachment summarizes goals and objectives noted in the Corridor Management Plan indicating areas of accomplishment and remaining objectives.

Digital version: [SB1SixYearActionPlan2000.pdf](#) (139.0 KB)



Taunton Bay Gateway Inauguration

This photograph illustrates local pride in establishing our Taunton Bay Gateway. The National Park Service used the photograph in their publications highlighting the value of public partnerships.

Digital version: [RibbonCutting120505.JPG](#) (725.2 KB)



□ **Taunton Bay Gateway Graffiti**

While not one of our prouder moments, this photograph illustrates one of the rare, but ongoing challenges of maintaining byway quality. This problem was corrected through coordination between the towns, MaineDOT and the Hancock County Planning Commission. Preventive measures were subsequently taken.

Digital version: [graffiti.JPG](#) (92.7 KB)



□ **Long Cove Facility**

The Long Cove Scenic Turnout and Rest Area is another great accomplishment of the Schoodic Byway. This site has proven very popular, but also demands cooperation between byway partners to create a great visitor experience.

Digital version: [LongCove2Signs.JPG](#) (477.9 KB)



□ **Prospect Harbor Sketch Plan**

After many years of planning, the Prospect Harbor Gateway Project is almost ready to go to construction this summer. This plan lays out how this facility fits with existing public buildings. This project exemplifies the need for ongoing project implementation support.

Digital version: [GatewayPreliminaryPlan011110.jpg](#) (88.8 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: Frederick L. Michaud	Title: Maine State Byways Coordinator
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: Thomas E. Martin	Title: Executive Director, Hancock County Planning Commission
Signature:	Date: