

**A1A Scenic and Historic Coastal Byway
Action Plan**

Resource Protection	1.0 Protect and enhance the unique resources along the Byway corridor.				
	1.1 Develop and implement a comprehensive corridor resource inventory that will identify the Byway's unique resources.				
	Lead Responsibility: GEORGE HARNDEN		Indicator 2008: Completed deliverables		
	Strategies	Lead Advocate	Timeline	Status	Comments
	1.1.1 Identify the scenic, historic, cultural, archaeological, natural, and recreation resources throughout the corridor.	Resource Committee	Short Term	Completed	60 identified areas in St Johns 27 identified areas in Flagler County
	1.1.2 Identify protected and non-protected resources along the corridor.	Resource Committee	Short Term	Completed	Resource inventory completed
	1.1.3 Identify and prioritize corridor needs and opportunities.	Resource Committee	Short Term	In Process	Funding gap matrix begun 2009
	1.1.4 Match corridor needs with availability of resources.	Resource Committee	Short Term	In Process	Funding gap matrix begun 2009
	1.1.5 Identify costs and funding opportunities associated with needed improvements.	Resource Committee	Short Term	In Process	Funding gap matrix begun 2009
	1.1.6 Partner with appropriate organizations that support the Byway's mission to strategize acquisition opportunities.	Resource Committee	Short Term	TBD	Plans in place to write letters to like minded organizations.
	1.1.7 Educate local government and community about the value of the Byway's resources.	Resource Committee	Short Term	ongoing	see Goal 3.0 and 4.0 Toolbox for Partners developed
	1.1.8 Partner with local government to protect existing access and provide additional access to the Byway's resources.	Resource Committee	Short Term	ongoing	2 Environmentally Sensitive Land Acquisitions Approved in Flagler County - 2009 Bay Dr and Bings Landing; Propose St Johns County adopt ESL strategy as did Flagler County
	1.2 Encourage creation of special protection measures for the Byway corridor's resources through the local government comprehensive planning and development review processes.				
	Lead Responsibility: GEORGE HARNDEN		Indicator 2008: Completed deliverables		
	Strategies	Lead	Timeline	Status	Comments
	1.2.1 Educate local governments of the importance of view shed and protective measures by coordinating with municipality at the staff level and meeting with elected officials individually.	Resource Committee	Short Term	In Process	see Goal 3.0; individual contact strategy in place
	1.2.2 Draft a Master Plan and/or Corridor-wide Design Guidelines to ensure that development plans provide context sensitive solutions that are compatible with Byway vision.	Resource Committee	Short Term	TBD	Wayfinding Consultants begin after July 2009 - coordination with this objective planned
	1.2.3 Advocate for incorporation of the Master Plan and/or Corridor-wide Design Guidelines into the local government comprehensive plans.	Resource Committee	Short Term	In Process	EAR submissions in progress for both counties - comments submitted for incorporation Fall 2008
	1.2.4 Identify existing Corridor Overlay Districts along the Byway corridor to help strategically manage development along the Byway while respecting the diverse needs of the Byway community and create new districts as necessary to fill in the gaps.	Resource Committee	Short Term	Done	1 Flagler County Coastal Overlay District. City of Flagler Beach has mixed use overlay. 6 St Johns Co Districts: a) Ponte Vedra Palm Valley; b) Ponte Vedra; c) No. Coastal Corridor; d) Vilano Beach Town Center; e) Mid-Anastasia Island; f) So Anastasia Island
1.2.5 Advocate for incorporation of the Corridor Overlay District into the local zoning codes throughout the corridor.	Resource Committee	Short Term	In Process	All Land Development Codes under review - see Goal 3.0	
1.2.6 Support continued use and enforcement of special protection measures currently in place along the corridor.	Resource Committee	Short Term	TBD	Strategies to be used by other committee	
1.2.7 Advocate for sensible use of beach management areas	Resource Committee	Short Term	In Process	Resource Committee reviewing Flagler Plan created in 2008	

		Resource Committee	Short Term	In Process	a) Relationship w Save the Beach b) FDOT education in Oct 2008 c) SPV Vilano Erosion Assn d) Flagler Co Qrtly Collaborative
	1.2.8 Partner with local organizations to protect A1A from the effects of beach erosion.				
	1.3 Increase coordination with local, state, and federal agencies to ensure the protection of the Byway's resources.				
	Lead Responsibility: SALLIE O'HARA	Indicator 2008: Completed deliverables			
	Strategies	Lead Staff	Timeline	Status	Comments
	1.3.1 Maintain electronic database and utilize email distribution list to communicate with the agencies.	BPA Office Staff - Vicki Ogden; Arla Sexton	On-Going	Updates ongoing	Established 2007. Each CME has Secretaries that coordinate updates with BPA. BPA has office assistants in both counties to update contact data.
	1.3.2 Generate awareness of corridor projects by distributing short, one-page briefing papers or newsletters to agency staff.	BPA	On-Going	TBD	May benefit from PR Specialist
	1.3.3 Participate and encourage agency involvement in Byway-related studies and plans.	BPA	On-Going	TBD	National Heritage Area Planning begun
	1.0 Protect and enhance the unique resources along the Byway corridor.				
	1.4 Promote community partnerships for litter control.				
	Lead Responsibility: SALLIE O'HARA	Indicator 2008: Completed Deliverables			
	Strategies	Lead Staff	Timeline	Status	Comments
	1.4.1 Identify areas where there is no existing recycling program.	Special Program Projects	On-Going	In process	All county codes being reviewed by Beach Project Manager and interns to recommend changes
	1.4.2 Advocate for the implementation of recycling programs in areas where no programs currently exist.	Special Program Projects	On-Going	In process	See Goal 3.0 - Also mini projects planned under grant funding
	1.4.3 Identify shortcomings and advocate necessary improvements to existing recycling programs.	Special Program Projects	On-Going	In process	See Goal 3.0 - Also mini projects planned under grant funding
	1.4.4 Strengthen Adopt-a-Highway and Adopt-a-Shoreline sponsorship for the entire length of the corridor	BPA / Volunteer Coordinator/ See It Clean It Project Manager	On-Going	Done	100% of Roadway adopted Shoreline cleanups In process with grant application and Keepers of the Coast - to promote beach adoptions 2009-2010
	1.4.5 Identify and partner with Ocean Conservancy to support their bi-annual coastal cleanup efforts.	BPA / Volunteer Coordinator/ See It Clean It Project Manager	On-Going	Done	September and April Events partnerships established in both counties
	1.4.6 Monitor local municipalities' efforts to identify sites for additional trash container sites along the corridor and ensure that all are kept in good repair and emptied frequently enough to minimize debris.	BPA / Volunteer Coordinator/ See It Clean It Project Manager	On-Going	In process	Mini projects under Coastal grant planned to place containers and address pick up schedules
	1.5 Support the use and proper maintenance of native Florida landscape along the Byway.				
	Lead Responsibility: GEORGE HARNDEN	Indicator 2008: Completed deliverables			
	Strategies	Lead Staff	Timeline	Status	Comments
	1.5.1 Identify, for future removal and eradication, locations of exotic infestation.	Special Program Projects	On-Going	In Process	Master Gardeners in both counties contact and awaiting coordination. Collaborating with Native Plant Societies and Invasive Busters. Cleaned Windswept 2009 of Brazilian Peppers and Tallow
	1.5.2 Work with the FDOT and local landscapers to identify native varieties of vegetation, including salt and drought tolerant species that can be used along the corridor.	Special Program Projects	On-Going	In Process	Landscaping projects underway in Ponte vedra; St Aug Anastasia Island; and Flagler Beach

Protection

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Resource	1.5.3 Draft recommendations for municipalities on desirable species to be used for future planting efforts.	Special Program Projects	On-Going	In Process	Flagler County Charette and St Johns County Master Pland contain recommended varieties. Formal recommendations to be discussed by Resource Committee.	
	1.5.4 Partner with local agencies and environmental advocates on implementation strategies that could include funding and/or in-kind services.	Special Program Projects	On-Going	TBD		
	1.5.5 Support local government enforcement of appropriate landscape guidelines, including site development activities and landscape maintenance.	BPA / Volunteer Coordinator/ See It Clean It Project Manager	On-Going	ongoing	Relationships established in both counties-monitoring to proceed. Mowing iossues continue. Native Plant Society to collaborate on education series 2009	
	1.5.6 Support the minimization of development impacts on ground water quality by advocating xeriscape and drought tolerant materials.	Special Program Projects	On-Going	TBD		
	1.5.7 Advocate for master plan.	Special Program Projects	On-Going	TBD		
	1.6 Develop a Scenic Conservation Plan to eliminate overhead utility lines, communication towers, and non-conforming signs from the corridor view shed.					
	Lead Responsibility: GEORGE HARNDEN		Indicator 2008: Completed deliverables			
	Strategies	Lead Staff	Timeline	Status	Comments	
	1.6.1 Define the corridor view shed.	Resource Committee	Short Term	Done	Scenic Workshop conducted Jan 15th & 16th 2009 - 40 participants	
	1.6.2 Identify locations and ownership of existing overhead utilities, communication towers, and non-conforming signs.	Resource Committee	Short Term	Done	Bulletin Board inventory in process; Cell tower inventory completed; utilities TBD	
1.6.3 Initiate dialog with local utilities to identify alternatives, costs, and potential funding opportunities for the elimination of overhead utilities from the view shed.	Resource Committee	Short Term	TBD			
1.6.4 Advocate for communication tower alternatives with elected officials.	Resource Committee	Short Term	In Process	See Goal 3.0. Recommended Ordinances developed Sept 2009.		

2.0 Encourage comprehensive transportation planning of the Byway corridor.

2.1 Support smart and comprehensive planning initiatives for adjacent land use, access, acquisition, and development decisions along the corridor.

Lead Responsibility: Tony Bosco		Indicator 2008:		
Strategies	Lead Staff	Timeline	Status	Indicator 2008
2.1.1 Foster good relationships with elected officials.	Transportation Committee	On-going	In Process	See Goal 3.0 - Special invitations and meetings occurred 2008-2009 with FDOT staff
2.1.2 Monitor and participate in Review Board activities (DRB and SRB).	Transportation Committee	On-going	In Process	Active participation in SPV and Hammock 2008-2009
2.1.3 Acknowledge and reward good development practices.	Transportation Committee	On-going	TBD	Active participation in Flagler County 2008-2009
2.1.4 Establish representation on Future Land Use Committees and Planning Boards.	Transportation Committee	On-going	In Process	Active participation in Flagler County 2008-2009
2.1.5 Attend Board of County Commissioner, City Council, and Planning and Zoning Board meetings and invite them to Byway meetings and activities.	Transportation Committee	On-going	In Process	Active participation in Flagler & St Johns Counties 2008-2009
2.1.6 Partner with FDOT, MPO, and local governments to identify acceptable level of service throughout the Byway corridor.	Transportation Committee	On-going	TBD	
2.1.7 Advocate low impact development through coordination with local government zoning boards.	Transportation Committee	On-going	In Process	Low Impact Development Workshop held in Flagler September 2009
2.1.8 Identify scheduled comprehensive plan updates for each local government.	Transportation Committee	On-going	TBD	
2.1.9 Work with local governments to integrate Corridor Management Plan (CMP), and other Byway plans, into local government comprehensive plans.	Transportation Committee	On-going	In Process	See Goal 3.0 embedding and educating policies
2.1.10 Partner with local governments and FDOT to identify publicly-owned land and environmentally sensitive lands throughout the Byway corridor that is available for targeted uses by the Byway.	Transportation Committee	On-going	In Process	Flagler County workshop occurred March 2009; Scenic Conservatio Workshop January 2009

2.2 Encourage aesthetic enhancements that reinforce the unique nature of the Byway.

Lead Responsibility: Tony Bosco		Indicator 2008:		
Strategies	Lead Staff	Timeline	Status	Indicator 2008
2.2.1 Identify unique features of the local communities along the Byway.	Transportation Committee	On-going	In process	2008-2009 Safety conducted with recommendations
2.2.2 Incorporate plans to preserve the identity of the adjacent communities into the Master Plan and/or Corridor-wide Design Guidelines.	Transportation Committee	On-going	TBD	
2.2.3 Work with FDOT and local agencies to support sensible highway sign placement and along the Byway corridor.	Transportation Committee	On-going	In process	Wayfinding Grant work to begin Sept 2009
2.2.4 Work with FDOT and local agencies to support outdoor advertising controls and cell tower controls along the Byway corridor.	Transportation Committee	On-going	In process	Study completed September 2009 with recommendations - see Goal 3.0
2.2.5 Develop and support programs that provide incentives to businesses to replace or eliminate non-conforming signs.	Transportation Committee	On-going	In process	Town of Beverly Beach rewarded with Admiral Sponsorship for eliminating 2 billboards. 2009

2.3 Encourage multi-modal transportation alternatives throughout the Byway corridor.

Lead Responsibility: Tony Bosco		Indicator 2008:		
Strategies	Lead Staff	Timeline	Status	Indicator 2008
2.3.1 Identify and partner with other interest groups to promote alternative modes of transportation.	Transportation Committee	Long Term	TBD	
2.3.2 Identify opportunities for enhancements to pedestrians and bike facilities.	Transportation Committee-George Martin	Long Term	DONE	Martin met with FDOT officials in Aug 2009 to effectuate bike improvements
2.3.3 Encourage the incorporation of bike paths and multi-use trails into the local government plans.	Transportation Committee	Long Term	In process	Martin met with FDOT officials in Aug 2009 to effectuate bike improvements - see Goal 3.0
2.3.4 Identify opportunities for water taxis.	Transportation Committee	Long Term	In process	Vilano Beach dock funding secured 2009 for future water taxi from St Aug to Vilano

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Transportation Planning and Safety	2.0 Encourage comprehensive transportation planning of the Byway corridor.				
	2.4 Improve highway safety and pedestrian safety by encouraging comprehensive engineering solutions.				
	Lead Responsibility: Tony Bosco		Indicator 2008:		
	Strategies	Lead Staff	Timeline	Status	Indicator 2008
	2.4.1 Partner with FDOT and local planning agencies to adopt policies that maintain the current two-lane form and function of A1A.	Transportation Committee	Short Term	In Process	2008-2009 Safety conducted with recommendations
	2.4.2 Partner with FDOT and local agencies to establish attractive and consistent wayfinding signs along the Byway corridor.	Transportation Committee	Short Term	In Process	NSB Grant in eff July 2009 for study.
	2.4.3 Identify areas with potential safety hazards and accident-prone locations.	Transportation Committee	Short Term		2008-2009 Safety conducted with recommendations
	2.4.4 Identify safety enhancements that are needed along the corridor.	Transportation Committee	Short Term	In Process	2008-2009 Safety conducted with recommendations
	2.4.5 Prioritize safety needs throughout the corridor.	Transportation Committee	Short Term	In Process	2008-2009 Safety conducted with recommendations
	2.4.6 Partner with FDOT to incorporate safety features, like pedestrian crosswalks, at key points throughout the Byway corridor.	Transportation Committee	Short Term	In Process	2008-2009 Safety conducted with recommendations
	2.4.7 Encourage design of scenic pull-outs along the Byway corridor, where feasible.	Transportation Committee	Short Term	In Process	2008-2009 Safety conducted with recommendations
	2.4.8 Encourage safe access to existing and future roadside facilities, scenic turnouts, and other Byway resources.	Transportation Committee	Short Term	In Process	2008-2009 Safety conducted with recommendations
	2.4.9 Work with local governments and FDOT to create and implement traffic control measures that decrease speeding throughout the corridor.	Transportation Committee	Short Term	In Process	2008-2009 Safety conducted with recommendations
2.4.10 Partner with local government and FDOT to ensure that traffic control measures are enforced.	Transportation Committee	Short Term	In Process	2008-2009 Safety conducted with recommendations	
2.4.11 Partner with FDOT and MPOs to ensure Byway road and bridge improvements are prioritized in the work program.	Transportation Committee	Short Term	In Process	Bridge of Lions 2005-2010; Summer Haven Bride Replacements 2009	
2.4.12 Partner with MPOs to ensure highway connectivity to alternate traffic routes and major highways from Byway for emergency evacuation.	Transportation Committee	Short Term	In Process	2008-2009 Safety conducted with recommendations	

3.0 Initiate and leverage the continued support and participation of government agencies, community residents, and local businesses in Byway program activities and corridor planning decisions.

3.1 Generate support and establish collaborative partnerships with the local, state, and federal government agencies, including elected officials and staff.

Lead Responsibility: ANNE WILSON & BARBARA JENNESS		Indicator 2008: % of Elected Government Officials Supporting A1A Goals		
Strategies	Lead Staff	Timeline	Status	Indicator 2008
3.1.1 Communicate regularly with elected officials by attend meetings including: Board of County Commissioners, City Councils, Planning and Zoning Boards, Technical Review Boards, Parks and Recreation, and Design Review Boards.	Wilson/Jenness	On-going		Multiple participants on committees
3.1.2 Join and participate in government committees that are in the know about scenic byway concerns, such as the Long Range Planning Committee, Zoning Boards, Wetlands Committee, etc. .	Wilson/Jenness	On-going	In Process	All advisory boards identified and vacancies publicized through Friends network August 2009
3.1.3 Write to elected officials regularly regarding issues of concern and addressing the governing bodies at least once per year.	Wilson/Jenness	On-going	In Process	3 Scenic Highway Groups letter writing in 2008 and 2009-multiple letters/multiple issues
3.1.4 Provide briefing packages and scenic highway "tool box" to elected officials.	Wilson/Jenness	On-going	Done	Completed for Flagler March 2009; Completed for St Johns in September 2009
3.1.5 Invite candidates to participate in regular Byway meetings and special events.	Volunteer Coordinator	On-going	Done	E Volunteer News alerts all to ongoing meetings 2008-2009

3.2 Generate support and establish collaborative partnerships with the community residents.

Lead Responsibility: SALLIE O'HARA/VOLUNTEER COORDINATOR		Indicator 2008:		
Strategies	Lead Staff	Timeline	Status	Indicator 2008
3.2.1 Increase community awareness of Byway meetings and events by using Email, website, newsletter, and news releases.	BPA and staff support and volunteers	On-going	Done	Staff support meet regular publication dates and postings. 2008-2009
3.2.2 Increase opportunities for residents and businesses to participate in planning decisions for the Byway by opening meetings to all.	BPA and staff support and volunteers	On-going	To be improved	Plan in place to increas web advertising presence; participate in Beaches Merchants Assn and to join St Johns Attractions Assn 2009
3.2.3 Establish presence in local communities by participating in local events.	BPA and staff support and volunteers	On-going	Done	Community calendar ongoing to improve
3.2.4 Establish prescence in local communitites through media involvement, press releases, and public access television.	BPA and staff support and volunteers	On-going	Done	PR staff promotes releases and media outlet coverage. Now on radio; newws; web regualrly 2009

3.3 Generate support and establish collaborative partnerships with the private sector.

Lead Responsibility: Wilson/Jenness		Indicator 2008:		
Strategies	Lead Staff	Timeline	Status	Indicator 2008
3.3.1 identify and demonstrate the Byway value and benefits to businesses and developers by communicating successes via briefing packages, email, website, newsletters, and news releases.	Wilson/Jenness	On-going	Ongoing	Business packages and letters established; etc

Community and Government Support and Participation

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	<p>3.3.2 Establish partnerships with Chambers of Commerce and Tourism Development Councils.</p>	<p>BPA/ Jenness/ Volunteer Coordinator</p>	<p>On-going</p>	<p>DONE</p>	<p>Flagler and SJ Chamber memberships established and attendance at regular events; plus marketing partnerships established; Co host Travel Writers Tour Sept 2009 with Flagler Chamber</p>
	<p>3.3.3 Establish partnerships and gain support from local civic, environmental, and like-minded organizations.</p>	<p>BPA/ Jenness/ Volunteer Coordinator/ Coastal Project Manager</p>	<p>On-going</p>	<p>In Process</p>	<p>Environmental Educational Forum planned for May 1, 2010 to exponentially expand contacts</p>
	<p>3.3.4 Establish partnerships with local schools and colleges.</p>	<p>BPA/ Jenness/ Volunteer Coordinator/ Coastal Project Manager</p>	<p>On-going</p>	<p>Established</p>	<p>UNF, Flagler College, UF, UNF, and Daytona State College Internship Programs setup- 5 interns participating in 2009</p>
	<p>3.3.5 Develop course in volunteerism and encourage students, teachers, and classes to join the Friends of A1A.</p>	<p>BPA/Project Managers</p>	<p>On-going</p>	<p>TBD</p>	

Education and Communication	4.0 Increase awareness of the beauty, ambiance, and uniqueness of the Byway's resources and promote the byway as a traveling experience.				
	4.1 Develop an education program to educate travelers and residents about uniqueness of Byway corridor and its resources.				
	Lead Responsibility: Irene Kaufman		Indicator 2008:		
	Strategies	Lead Staff	Timeline	Status	Indicator 2008
	4.1.1 Develop interpretive brochures and informational materials.	BPA/ Volunteer Coordinator/Interns/ Staff	Short Term	In process	A1A Brochure updates Sept 2009; creation of Archeology, Birding, Windswept Acres brochures Apr 2009; Creation of biking tours Oct 2009
	4.1.2 Develop corridor video and distribution/viewing plan.	BPA/Volunteer Coordinator	Short Term	In process	Videography preliminary partner with Itours for web based videos Aug 2009
	4.1.3 Develop cell phone tour of Byway corridor.	BPA/Volunteer Coordinator/Consultants & Volunteers	Short Term	In process	Grant eff July 2009 to complete June 2010
	4.1.4 Soliciting funding and sponsorships from public and private entities to support placement of a series of Byway-related kiosks or information centers throughout the Byway corridor.	Education Special Projects Committee	Short Term	TBD	
	4.1.5 Enhance community knowledge on natural wildlife, habitats, and native vegetation.	Education Special Projects Committee	Short Term	TBD	
	4.1.6 Utilize news media to gain public support.	BPA and staff support and volunteers	Short Term	In process	Numerous news hits 2008-2009
	4.1.7 Participate in formal speaking engagements and in local events.	BPA and staff support and volunteers	Short Term	In process	Numerous civic presentations 2008-2009
	4.1.8 Ensure that the Byway appears on local and regional maps.	BPA and staff support and volunteers	Short Term	In process	To discuss with TDCs; Currently in Flagler County Phone Book annually
	4.2 Maintain and enhance the Friends of A1A website.				
	Lead Responsibility: Sallie O'Hara		Indicator 2008:		
	Strategies	Lead Staff	Timeline	Status	Indicator 2008
	4.2.1 Refine and maintain links from search engines and other important sites.	BPA and staff support	On-going	Done	
	4.2.2 Refine and maintain printable location map to the website.	BPA and staff support and volunteers	On-going	Done	Enhancements ongoing 2009
	4.2.3 Refine and maintain calendar of events to the website.	BPA and staff support	On-going	Done	
	4.2.4 Update mission and goals on the website.	BPA and staff support	On-going	Done	
	4.3 Educate builders, developers, and contract workers to foster appreciation for beauty of A1A.				
	Lead Responsibility: TBD		Indicator 2008:		
	Strategies	Lead Staff	Timeline	Status	Indicator 2008
	4.3.1 Encourage responsible development by informing builders, developers, and contract workers of the Corridor Overlay District and Corridor Design Guidelines.	Education Special Projects Committee	On-going	TBD	
	4.3.2 Participate in builders associations and committees.	Education Special Projects Committee	On-going	TBD	
	4.4 Develop "quick notes" brochure targeted to government officials to assist in the decision making process.				
	Lead Responsibility: TBD		Indicator 2008:		
	Strategies	Lead Staff	Timeline	Status	Indicator 2008

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Economic Development and Tourism	5.0 Encourage sustainable economic development and tourism activities that preserve and enhance the Byway.				
	5.1 Ensure compatible, low-impact development takes place along the Byway.				
	Lead Responsibility: Bob Samuels		Indicator 2008:		
	Strategies	Lead Staff	Timeline	Status	Indicator 2008
	5.1.1 Define "Old Florida" through development of design guidelines.	Economic Development & Tourism Committee	On-going	TBD	See Goal 3.0
	5.1.2 Initiate a comprehensive approach to planning commercial development, land use, and transportation improvements to reduce negative impacts to the Byway's intrinsic resources through the development of Corridor Overlay District and Corridor Design Guidelines	Economic Development & Tourism Committee	On-going	TBD	See Goal 3.0
	5.1.3 Encourage and reward businesses that blend frontages with natural surroundings by creating a "Development of the Year" or other similar program.	Economic Development & Tourism Committee	On-going	TBD	
	5.1.4 Encourage strong and active town centers that will increase the tax base and enhance the quality of life.	Economic Development & Tourism Committee	On-going	In Process	Vilano Beach ; Flagler Beach and Marineland active CRAs - activities promoted
	5.1.5 Encourage "green" and salt tolerant development.	Economic Development & Tourism Committee	On-going	TBD	
	5.2 Support marketing plans that promotes the Byway as a tourist destination.				
	Lead Responsibility: Bob Samuels		Indicator 2008:		
	Strategies	Lead Staff	Timeline	Status	Indicator 2008
	5.2.1 Develop a comprehensive Byway story.	Economic Development & Tourism Committee	On-going	In Process	Videography preliminary partner with tours for web based videos Aug 2009
	5.2.2 As a part of the marketing plan, develop an eco-tourism plan that will promote the unique coastal ecosystem along the Byway, including guided tours by water and kayak rentals.	Economic Development & Tourism Committee	On-going	TBD	
	5.2.3 As a part of the marketing plan, develop a heritage-tourism plan that will preserve the Byway's existing historical resources, identify opportunities for restoration and enhancement of other potential historical resources, and promote these resourc	Economic Development & Tourism Committee	On-going	In Process	Actively linked to Chambers and County initiatives for NHA promotions and Regional celebrations 2008-2009
	5.2.4 Initiate advertising and public relations through the local Tourism Development Council and Chambers of Commerce.	Economic Development & Tourism Committee	On-going	In Process	Linkages established 2007/2008/2009
	5.2.5 Identify and improve tourism infrastructure needs along the corridor, including parking, restrooms, and information kiosks.	Economic Development & Tourism Committee	On-going	TBD	
	5.2.6 Encourage regional partnerships in tourism promotion and development. i. Partner with AAA and other travel agencies ii. Partner with Visit Florida iii. Participate in a regional travel agent workshop.	Economic Development & Tourism Committee	On-going	In Process	VISIT FLORIDA grant for Oct 2009 events established; Writers Tour Sept 2009
	5.2.7 Take full advantage of National Scenic Byway designation by working with FHWA marketing staff and resources, and identifying marketing best practices for byways.	Economic Development & Tourism Committee	On-going	In Process	Aug 2009 - Natioanal Conference Speaking and website submissions
	5.2.8 Partner with emerging heritage area and other similar programs.	Economic Development & Tourism Committee	On-going	Done	Partnership formalized with Gulah Geechee NHA and Nations Oldest Port NHA 2009
5.3 Encourage development of destination-based businesses.					
Lead Responsibility: TBD		Indicator 2008:			
Strategies	Lead Staff	Timeline	Status	Indicator 2008	
5.3.1 Identify and interview existing destination-based businesses to determine how A1A can benefit their business.	Economic Development & Tourism Committee	Long Term	TBD		

	5.3.2 Incorporate findings of interviews into an action plan.	Economic Development & Tourism Committee	Long Term	TBD	
	5.3.3 Partner with local planning agency to identify and evaluate business nodes along the Byway corridor.	Economic Development & Tourism Committee	Long Term	TBD	
	5.3.4 Partner with local chambers of commerce and similar organizations to enhance business nodes with tourism support elements, such as lodging, restaurants, and retail.	Economic Development & Tourism Committee	Long Term	TBD	

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Organizational Development and Sustainability	6.0 Ensure the long-term sustainability and success of the Friends of A1A organization.				
	6.1 Develop an organizational structure that organizes the Friends of A1A into functional areas to assist the Board and Byway Administrator in meeting needs of the corridor.				
	Lead Responsibility: Charles Helm		Indicator 2008:		
	Strategies	Lead Staff	Timeline	Status	Indicator 2008
	6.1.1 Clearly define roles and responsibilities of Board, staff, volunteers, and committees.	Organizational Management	Short Term	Done	Board Manual and Staff Prodedures comleted Jul 2009
	6.1.2 Identify functional areas, or programs, such as special projects, volunteer program, education, marketing, etc.	Organizational Management	Short Term	Done	Org chart and fundions completed 2007/2008/2009
	6.1.3 Establish leader for each functional area (program).	Organizational Management	Short Term	Done	Leads established in Sept 2008
	6.1.4 Establish committees under each functional area (program) that empower the Byway membership to take action on specific tasks and projects.	Organizational Management	Short Term	Done	Leads established in Sept 2008
	6.1.5 Identify long-term and short-term priorities.	Organizational Management	Short Term	Done	Leads established in Sept 2008
	6.2 Continue to enhance the Friends of A1A organization through its membership.				
	Lead Responsibility: Charles Helm		Indicator 2008:		
	Strategies	Lead Staff	Timeline	Status	Indicator 2008
	6.2.1 Develop and implement a plan to actively recruit new members (Goals 3 and 4).	BPA/Staff and Volunteers	On-going	In Process	Workshop orientations held May 2008; Oct 2008; Sept 2009
	6.2.2 Promote mentorship of new members through sharing of existing membership's institutional knowledge, passion, and diligence.	BPA/Staff and Volunteers	On-going	In Process	Workshop orientations held May 2008; Oct 2008; Sept 2009
	6.2.3 Provide new volunteer training orientation at least four times per year.	BPA/Staff and Volunteers	On-going	In Process	Workshop orientations held May 2008; Oct 2008; Sept 2009
	6.2.4 Provide formal training for board members at least once a year.	BPA/Staff and Volunteers	On-going	Done	Board Manual and Staff Prodedures completed Jul 2009
	6.3 Develop and implement a business plan to establish a long-range plan (inclusive of a financial budget) for implementing the Byway's priorities.				
	Lead Responsibility: Charles Helm		Indicator 2008:		
	Strategies	Lead Staff	Timeline	Status	Indicator 2008
	6.3.1 Identify and secure grants and other funding opportunities through the local, state, and federal sources.	BPA/Staff and Volunteers	Short Term	In Process	A number of grants/contracts secured 2008/2009
	6.3.2 Identify and secure funding opportunities through the economic development organizations, such as local Tourism Development Councils and Chambers of Commerce and Visit Florida.	BPA/Staff and Volunteers	Short Term	In Process	A number of grants/contracts secured 2008/2009
	6.3.3 Implement the Friends of A1A Fundraising Plan, including the Crewe of 72 and other strategies.	BPA/Staff and Volunteers	Short Term	In Process	Multiple fundraising events planned and more crew members solicited 2008/2009
	6.4 Increase visibility and political clout of the Byway organization.				
	Lead Responsibility: Charles Helm		Indicator 2008:		
	Strategies	Lead Staff	Timeline	Status	Indicator 2008
	6.4.1 Identify, build, and maintain strategic corridor-wide political partnerships that may further the Byway mission.	BPA/Staff and Volunteers	On-going	In Process	See Goal 3.0
	6.4.2 Identify, build, and maintain strategic corridor-wide partnerships with similar civic organizations that may further the Byway mission.	BPA/Staff and Volunteers	On-going	In Process	See Goal 3.0
	6.4.3 Recognize potential expansion of the A1A corridor further south and begin strengthening alliances between managing entities by sharing pilot projects.	BPA/Staff and Volunteers	On-going	TBD	
6.4.4 Recognize value in seeking additional corridor-wide or national designations such as the All American Road or National Heritage Area designations and support feasibility only if return on investment is warranted.	BPA/Staff and Volunteers	On-going	Done	Partnership established with NHA; All American Road app declined 2008/2009	
6.5 Fulfill administrative duties to maintain the byway designation.					
Lead Responsibility:		Indicator 2008:			
Strategies	Lead Staff	Timeline	Status	Indicator 2008	

	6.5.1 Provide annual reports and periodic updates.	BPA/Staff and Volunteers	On-going	Done	All annual reports timely submitted by Oct 1st
	6.5.2 Prepare CMP updates	BPA/Staff and Volunteers	On-going	Done	Monthly updates reported
	6.5.3 Monitor and Update Strategic Plan	BPA/Staff and Volunteers	On-going	Done	Monthly updates reported