

# IMPLEMENTATION MEASURES

Implementation measures contained in this Management Plan have been presented as either a strategy or a project. The tables below summarize the recommended strategies and projects. The first table identifies the recommended strategies and non site-specific projects that are applicable to the entire corridor. The second table lists site specific projects and the primary strategy or strategies that support each project.

Implementing the strategies and projects recommended for the River Road corridor is an extensive undertaking that will require the efforts and resources of many groups and individuals. The tables suggest those entities most likely to have oversight or responsibility for the implementation of a given strategy or project. For the greatest chance of success, the implementation of these recommendations should be managed by an independent, oversight body whose membership would include a broad cross-section of River Road stakeholders. While it would not be the responsibility of this Management Board to implement these recommendations, the Board would provide a catalyst as well as non-partisan review.

Some strategies or projects may occur within a short time frame while others will take years to complete. Part of the speed with which implementation measures will occur is tied to the availability of funds to make a strategy, project or action a reality. Also identified in the tables are general time frames for implementation, based either on the critical nature of the action or the relative cost and/or availability of resources to initiate it. Short Term time frame suggests that a project can be initiated (**not necessarily completed**) within 2 years from adoption of this plan. A Mid-Term time frame would take between 3-5 years to initiate, while a Long Term time frame designation suggests 5 years or longer.

Both tables also list potential funding sources for each strategy. These sources would potentially contribute monies above and beyond future operating or capitol budgets of the Louisville Metro Departments that have been identified as the party responsible for implementation. This list is by no means exhaustive, but represents funding opportunities that have historically been available for similar projects. Following the tables are brief descriptions of common funding sources.

## Strategies and Non Site-Specific Projects

	Strategies and Projects	Responsible Parties/Resource Agencies	Time Frame Short Term- 2 yrs or less Mid-Term- 3-5 yrs. Long Term - > 5 yrs.	Potential Funding Source(s)
1.1	<b>Identify and implement planning tools to preserve/protect resources and qualities</b>	Louisville Metro Planning and Design Services, Prospect, Indian Hills, Glenview, River Road Scenic Byway Oversight Board, River Fields	Short Term, On-Going	United States Department of Agriculture (USDA), Kentucky Heritage Land Conservation Fund
1.2	<b>Seek the purchase and acquisition of selected lands by agencies and land trusts</b>	Louisville/Jefferson County Environmental Trust; River Fields, Inc.; Trust for Public Land, Metro Parks	Short Term, On-Going	Kentucky Department for Natural Resources Heritage Land Conservation Fund, Kentucky Division of Forestry, Archaeological Conservancy
1.3	<b>Encourage private land owners to act as stewards of their lands and to pursue programs to protect and improve the land's special qualities</b>	Louisville Metro; Glenview; Prospect; Indian Hills; River Road Scenic Byway Oversight Board, Property Owners	Short Term, On-Going	United States Forest Service (FS), NFWF, U. S. Fish and Wildlife Service, EPA, NRCS, Kentucky Division of Water, Kentucky Division of Forestry, MSD

## Implementation

	Strategies and Projects	Responsible Parties/Resource Agencies	Time Frame		Potential Funding Source(s)
			Short Term– 2 yrs or less	Mid-Term– 3-5 yrs. Long Term - > 5 yrs.	
1.4	<b>Develop a cultural landscape analysis and report for the corridor</b>	Louisville Metro; Glenview; Prospect; Indian Hills; River Road Scenic Byway Oversight Board, River Fields		Mid Term	National Trust for Historic Preservation, Cultural Heritage Grants, HUD, National Park Service, The Community Foundation of Louisville
1.5	<b>Conduct a thorough biological/environmental assessment of the corridor</b>	Louisville Metro; Glenview; Prospect; Indian Hills; River Road Scenic Byway Oversight Board, Property Owners		Long Term	United States Fish and Wildlife Services (FWS)
1.6	<b>Protect and enhance resources and qualities through managing authorities' policies and programs.</b>	Louisville Metro; Glenview; Prospect; Indian Hills			Annual Operating Funds, Council Discretionary Funds
	Establishment of a River Road Scenic Byway Oversight Board	Louisville Metro; Glenview; Prospect; Indian Hills		Short Term	
1.7	<b>Develop and implement restoration and stewardship plans for natural areas currently in public ownership or that are publicly accessible.</b>	Trust for Public Lands, Metro Parks, River Fields			National Fish and Wildlife Foundation (NFWF), NRCS, Kentucky Division of Forestry, Annual Operating Funds, Council Discretionary Funds
1.8	<b>Build awareness and increase stewardship of watersheds, water resources and water quality</b>	MSD, Kentucky Waterways Alliance, Kentucky Division of Water, NRCS, River Road Scenic Byway Oversight Board			NRCS, EPA, U. S. Fish and Wildlife Service, Kentucky Division of Water, MSD
	"Adopt-a-Creek" programs for Goose Creek, Harrods Creek, and other smaller tributary creeks	River Road Scenic Byway Oversight Board; MSD		Short Term, On-Going	
1.9	<b>Enlist the support of partners in promoting and implementing stewardship projects and initiatives</b>	Louisville Metro, River Road Scenic Byway Oversight Board, Business Associations, Neighborhood Associations, Property Owners		Short Term, On-Going	NRCS
1.10	<b>Enhance the existing commercial areas in the corridor, converting them to intimately scaled and walkable "Byway Centers."</b>				Louisville Neighborhood Development Funds

## Implementation

	Strategies and Projects	Responsible Parties/Resource Agencies	Time Frame Short Term– 2 yrs or less Mid-Term– 3-5 yrs. Long Term - > 5 yrs.	Potential Funding Source(s)
1.11	<b>Publicize projects, making them demonstration or “how to” opportunities</b>	Louisville Metro; Glenview; Prospect; Indian Hills; River Road Scenic Byway Oversight Board	Short Term, On-Going	
2.1	<b>Conduct a comprehensive inventory and analysis of the corridor’s historic, archaeological, and cultural resources and qualities</b>	River Road Scenic Byway Oversight Board, Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Kentucky Heritage Council	Short Term, On-Going	National Center for Preservation Technology & Training (NCPTT)
2.2	<b>Create a multi-faceted interpretive program targeted to a broad audience using a variety of communication methods</b>	River Road Scenic Byway Oversight Board, Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Kentucky Heritage Council	Short Term, On-Going	National Endowment for the Humanities, specifically America’s Historical and Cultural Organizations Implementation Grant; National Trust for Historic Preservation
2.3	<b>Provide well-marked places along the corridor for interpretive exhibits and materials where public access is permitted</b>	River Road Scenic Byway Oversight Board, Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Kentucky Heritage Council	Short Term, On-Going	
2.4	<b>Establish a clearly defined set of interpretive themes tied to the corridor’s natural, historic and cultural heritage</b>	Louisville Metro; Glenview; Prospect; Indian Hills, Metro Parks	Short Term	
3.1	<b>Promote the wide range of social and recreational opportunities throughout the corridor</b>	Louisville Metro, River Road Scenic Byway Oversight Board, Business Associations, Neighborhood Associations, Greater Louisville, Inc.	Short Term, On-Going	
3.2	<b>Continue to acquire additional park land, trail easements, and recreational open space throughout the corridor</b>	Louisville Metro Parks, Louisville/Jefferson County Environmental Trust, River Fields,, Inc., Glenview, Prospect, Indian Hills	Short Term, On-Going	FHWA, Kentucky Department for Natural Resources Heritage Land Conservation Fund, Scenic Byway Grants; TE Funds; CMAQ Funds

# Implementation

	Strategies and Projects	Responsible Parties/Resource Agencies	Time Frame Short Term– 2 yrs or less Mid-Term– 3-5 yrs. Long Term - > 5 yrs.	Potential Funding Source(s)
3.3	<b>Maintain and improve existing parks, trails, outdoor public spaces, and rights of way to provide a safe, pleasant and sustainable environment</b>	Louisville Metro, River Road Scenic Byway Oversight Board	Short Term, On-Going	National Recreational Trails Program, FHWA, Kentucky Department for Natural Resources Heritage Land Conservation Fund, Scenic Byway Grants
3.4	<b>Provide additional opportunities for the public to access the river</b>	Louisville Metro; Glenview; Prospect; Indian Hills; River Road Scenic Byway Oversight Board, Property Owners		FHWA Scenic Byway Grants; TE Funds; CMAQ Funds
3.5	<b>Develop recreational trail connections along the corridor to link the parks, neighborhoods, activity centers, and points of interest along the byway and to provide alternative ways for pedestrians and bicyclists to access these facilities</b>	Louisville Metro Public Works, Louisville Metro Parks, River Fields, Inc., Glenview, Prospect, Indian Hills	Mid-Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds, National Recreational Trails Program
3.6	<b>Enlist the support of strategic partners in promoting social and recreational events and programs and in the development of new recreational facilities</b>	Louisville Metro, River Road Scenic Byway Oversight Board, Business Associations, Neighborhood Associations	Short Term, On-Going	
3.7	<b>Disseminate information about the social and recreational opportunities in the corridor</b>	Louisville Metro, River Road Scenic Byway Oversight Board, Business Associations, Neighborhood Associations	Short Term/Ongoing	
4.1	<b>Maintain River Road’s two lane character</b>	Louisville Metro Public Works	Short-Term	
4.2	<b>Improve the use and integration of various modes of transportation</b>	Louisville Metro Public Works, TARC, Prospect, Indian Hills, Glenview, Property Owners, KIPDA	Short Term/Ongoing	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds
4.3	<b>Encourage transit use to help reduce other vehicle trips and make the corridor more accessible</b>	TARC	Long-Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds

## Implementation

	Strategies and Projects	Responsible Parties/Resource Agencies	Time Frame Short Term– 2 yrs or less Mid-Term– 3-5 yrs. Long Term - > 5 yrs.	Potential Funding Source(s)
4.4	<b>Develop a bicycle network that strives to accommodate users of all ages and abilities</b>	Louisville Metro; Glenview; Prospect; Indian Hills	Short Term/Ongoing	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds
4.5	<b>Provide appropriate pedestrian facilities to connect neighborhoods and destinations</b>	Louisville Metro; Glenview; Prospect; Indian Hills		FHWA Scenic Byway Grants; TE Funds; CMAQ Funds, National Recreational Trails Program
4.6	<b>Explore the feasibility of and demand for using the river as an alternative to transportation mode to connect various river oriented uses and areas</b>	River Road Scenic Byway Oversight Board; Greater Louisville, Inc.; USACE, Property Owners		FHWA Scenic Byway Grants; TE Funds
4.7	<b>Employ context sensitive design solutions for safety improvements along the corridor</b>	Louisville Metro Public Works		FHWA Scenic Byway Grants; TE Funds; CMAQ Funds, Annual Operating Funds, Council Discretionary Funds
4.8	<b>Manage visitor use and access to prevent overcrowding, incursions onto private property, and adverse effects on the corridor’s resources</b>	Louisville Metro; Glenview; Prospect; Indian Hills	Short-Term, On-Going	
4.9	<b>Develop a comprehensive signage system for the corridor to identify attractions, amenities, businesses, neighborhoods, etc.</b>	Louisville Metro Public Works, Metro Parks	Mid-Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds

# Implementation

## Site-Specific Projects

Project	Description	Related Strategy	Responsible Parties/Resource Agencies	Time Frame Short Term–2 yrs or less Mid-Term– 3-5 yrs. Long Term - > 5 yrs.	Potential Funding Source(s)
<b>A</b>	Water Tower Byway Center		Louisville Metro, Indian Hills	Mid Term	
<b>B</b>	Harrods Creek Village Byway Center		Louisville Metro	Mid Term	
<b>C</b>	Prospect Byway Center		Prospect	Mid Term	
<b>1</b>	Toll House Interpretive Signage	2.3	River Road Scenic Byway Oversight Board, Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Kentucky Heritage Council	Short Term, On-Going	National Endowment for the Humanities, specifically America’s Historical and Cultural Organizations Implementation Grant; National Trust for Historic Preservation
<b>2</b>	Water Tower Open Space Restoration	3.3	Louisville Water Company, Louisville Metro Parks	Mid Term	National Recreational Trails Program, FHWA, Kentucky Department for Natural Resources Heritage Land Conservation Fund, Scenic Byway Grants
<b>3</b>	Ohio River Overlook at Water Tower Site	3.4	Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Inc.	Mid-Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds
<b>4</b>	Zorn Avenue Connection	4.5	Louisville Metro Public Works, Property Owners	Long-Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds, National Recreational Trails Program
<b>5</b>	Cultural Heritage Interpretation	2.3	River Road Scenic Byway Oversight Board, Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Kentucky Heritage Council	Short Term, On-Going	National Endowment for the Humanities, specifically America’s Historical and Cultural Organizations Implementation Grant; National Trust for Historic Preservation

## Implementation

Project	Description	Related Strategy	Responsible Parties/Resource Agencies	Time Frame Short Term–2 yrs or less Mid-Term– 3-5 yrs. Long Term - > 5 yrs.	Potential Funding Source(s)
6	Twin Park Native Landscape Restoration	1.7	Metro Parks, Natural Resources Conservation Service (NRCS)	Mid Term	National Fish and Wildlife Foundation (NFWF), NRCS, Kentucky Division of Forestry, Annual Operating Funds, Council Discretionary Funds
7	Access & Circulation Improvements at Cox & Hutchins Parks	4.7	Louisville Metro Parks, Louisville Metro Public Works	Mid-Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds, Annual Operating Funds, Council Discretionary Funds
8	Cox Park Master Plan	1.7, 3.3	Louisville Metro Parks	Long Term	National Fish and Wildlife Foundation (NFWF), NRCS, Kentucky Division of Forestry, Annual Operating Funds, Council Discretionary Funds
9	Cox Park Water Taxi	4.6	River Road Scenic Byway Oversight Board; Greater Louisville, Inc.; USACE, Property Owners	Long-Term	FHWA Scenic Byway Grants; TE Funds
10	Thurman Hutchins Park Master Plan Update	1.7	Louisville Metro Parks	Mid Term	National Fish and Wildlife Foundation (NFWF), NRCS, Kentucky Division of Forestry, Annual Operating Funds, Council Discretionary Funds
11	Cox Park River Bank Restoration	1.7	Louisville Metro Parks	Long Term	National Fish and Wildlife Foundation (NFWF), NRCS, Kentucky Division of Forestry, Annual Operating Funds, Council Discretionary Funds
12	Floodwater Interpretive Venue	2.3	River Road Scenic Byway Oversight Board, Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Kentucky Heritage Council	Short Term, On-Going	National Endowment for the Humanities, specifically America’s Historical and Cultural Organizations Implementation Grant; National Trust for Historic Preservation

## Implementation

Project	Description	Related Strategy	Responsible Parties/Resource Agencies	Time Frame		Potential Funding Source(s)
				Short Term–2 yrs or less	Mid-Term– 3-5 yrs. Long Term - > 5 yrs.	
13	Thurman Hutchins Wildlife Corridor	1.5	Metro Public Works, Metro Parks		Long Term	United States Fish and Wildlife Services (FWS)
14	Multi-Use Trail Extension	4.5	Louisville Metro Public Works		Short-Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds, National Recreational Trails Program
15	Indian Hills Wildlife Crossing	1.5	Metro Public Works, Metro Parks		Long Term	United States Fish and Wildlife Services (FWS)
16	Burying Overhead Utilities	1.1	Louisville Gas and Electric, Louisville Metro, Glenview, Prospect, Property Owners, River Road Scenic Byway Oversight Board		Short to Long-Term	FHWA Scenic Byway Grants; TE Funds
17	Caperton Swamp Stewardship Plan	1.7	Metro Parks, Audubon Society, River Fields		Short Term	National Fish and Wildlife Foundation (NFWF), NRCS, Kentucky Division of Forestry, Annual Operating Funds, Council Discretionary Funds
18	Caperton Swamp Interpretation	2.3	River Road Scenic Byway Oversight Board, Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Kentucky Heritage Council		Short Term, On-Going	National Endowment for the Humanities, specifically America's Historical and Cultural Organizations Implementation Grant; National Trust for Historic Preservation
19	Caperton Swamp Wildlife Crossing	1.5	Metro Public Works, Metro Parks		Long Term	United States Fish and Wildlife Services
20	Louisville Boat Club Stewardship	1.3	Louisville Boat Club		Mid Term	United States Forest Service (FS), NFWF, U. S. Fish and Wildlife Service, EPA, Kentucky Division of Forestry, MSD
21	Louisville Boat Club Wetland Restoration	1.3	Louisville Boat Club		Mid Term	United States Forest Service (FS), NFWF, U. S. Fish and Wildlife Service, EPA, Kentucky Division of Forestry, MSD

## Implementation

Project	Description	Related Strategy	Responsible Parties/Resource Agencies	Time Frame Short Term–2 yrs or less Mid-Term– 3-5 yrs. Long Term - > 5 yrs.	Potential Funding Source(s)
22	Bicycle and Pedestrian Facilities	4.4, 4.5	Louisville Metro Public Works, Property Owners, KIPDA	Short-Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds
23	Blankenbaker Lane/Locust Grove Connection	4.5	Louisville Metro Public Works, Indian Hills, Property Owners, KIPDA	Long-Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds, National Recreational Trails Program
24	Blankenbaker-Mattingly House Interpretive Venue	2.3	River Road Scenic Byway Oversight Board, Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Kentucky Heritage Council	Short Term, On-Going	National Endowment for the Humanities, specifically America’s Historical and Cultural Organizations Implementation Grant; National Trust for Historic Preservation
25	Croghan/Blankenbaker House/Locust Grove Interpretation	2.3	River Road Scenic Byway Oversight Board, Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Kentucky Heritage Council, Locust Grove	Short Term, On-Going	National Endowment for the Humanities, specifically America’s Historical and Cultural Organizations Implementation Grant; National Trust for Historic Preservation
26	Traffic Calming	4.7	River’s Edge Neighborhood Association, Louisville Metro Public Works, Property Owners, KIPDA	Long-Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds, Annual Operating Funds, Council Discretionary Funds
27	Scenic Pull Off and Ohio River Interpretive Venue	3.2	River’s Edge Neighborhood Association, Louisville Metro Public Works, KIPDA	Long Term	FHWA, Kentucky Department for Natural Resources Heritage Land Conservation Fund, Scenic Byway Grants; TE Funds; CMAQ Funds
28	River’s Edge Landscape Improvements	1.3	River’s Edge Neighborhood Association, River Fields	Mid Term	United States Forest Service (FS), NFWF, U. S. Fish and Wildlife Service, EPA, Kentucky Division of Forestry, MSD

## Implementation

Project	Description	Related Strategy	Responsible Parties/Resource Agencies	Time Frame		Potential Funding Source(s)
				Short Term–2 yrs or less	Mid-Term– 3-5 yrs. Long Term - > 5 yrs.	
29	Knights of Columbus Pedestrian Crossing	4.7	Louisville Metro Public Works, KOC, KIPDA	Mid-Term		FHWA Scenic Byway Grants; TE Funds; CMAQ Funds, Annual Operating Funds, Council Discretionary Funds
30	Country Estates Interpretation	2.3	River Road Scenic Byway Oversight Board, Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Kentucky Heritage Council	Short Term, On-Going		National Endowment for the Humanities, specifically America’s Historical and Cultural Organizations Implementation Grant; National Trust for Historic Preservation
31	Maintenance of River Views	1.6	River Road Scenic Byway Oversight Board; Louisville Metro Public Works	Short Term, On-Going		Annual Operating Funds, Council Discretionary Funds
32	Muddy Fork Restoration	1.8	River Road Scenic Byway Oversight Board; MSD; Kentucky Division of Water; USACE, Adjacent Property Owners	Mid Term		NRCS, EPA, U. S. Fish and Wildlife Service, Kentucky Division of Water, MSD
33	Bicycle and Pedestrian Facilities	4.4, 4.5	Louisville Metro Public Works, Glenview, Property Owners, KIPDA	Mid-Term-Long Term		FHWA Scenic Byway Grants; TE Funds; CMAQ Funds
34	Woodland Conservation	1.3	City of Glenview, Property Owners, River Fields	Mid Term		United States Forest Service (FS), NFWF, U. S. Fish and Wildlife Service, EPA, Kentucky Division of Forestry, MSD
35	Glenview Post Office Interpretive Venue	2.3	River Road Scenic Byway Oversight Board, Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Kentucky Heritage Council	Short Term, On-Going		National Endowment for the Humanities, specifically America’s Historical and Cultural Organizations Implementation Grant; National Trust for Historic Preservation
36	Glenview Wildlife Crossing	1.5	Metro Public Works, Metro Parks	Long Term		United States Fish and Wildlife Services (FWS)

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37	Glenview Scenic Landscape Conservation	1.3	City of Glenview, Property Owners, River Fields	Mid Term	United States Forest Service (FS), NFWF, U. S. Fish and Wildlife Service, EPA, Kentucky Division of Forestry, MSD
38	Woodland Preservation and Restoration on Bluffs	1.3	City of Glenview, Property Owners, River Fields	Mid Term	United States Forest Service (FS), NFWF, U. S. Fish and Wildlife Service, EPA, Kentucky Division of Forestry, MSD
39	Chance School/Ballard School Interpretation	2.3	River Road Scenic Byway Oversight Board, Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Kentucky Heritage Council	Short Term, On-Going	National Endowment for the Humanities, specifically America’s Historical and Cultural Organizations Implementation Grant; National Trust for Historic Preservation
40	Burying Overhead Utilities	1.1	Louisville Gas and Electric, Louisville Metro, Glenview, Prospect, Property Owners, River Road Scenic Byway Oversight Board	Short to Long-Term	FHWA Scenic Byway Grants; TE Funds
41	Goose Creek Access and Lime Kiln Intersection Improvements	3.4	Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Inc. , KIPDA	Mid Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds
42	Goose Creek Public Access and Interpretive Venue	3.4	Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Inc. , KIPDA	Mid Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds
43	Goose Creek Restoration and Watershed Management Plan	1.8	River Road Scenic Byway Oversight Board; MSD; Kentucky Division of Water; USACE, Land Owners	Mid Term	NRCS, EPA, U. S. Fish and Wildlife Service, Kentucky Division of Water, MSD
44	Goose Creek Pull Off	3.2	Louisville Metro Public Works, KIPDA	Long Term	FHWA, Kentucky Department for Natural Resources Heritage Land Conservation Fund, Scenic Byway Grants; TE Funds; CMAQ Funds

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45	River Camp Interpretation	2.3	River Road Scenic Byway Oversight Board, Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Kentucky Heritage Council	Short Term, On-Going	National Endowment for the Humanities, specifically America’s Historical and Cultural Organizations Implementation Grant; National Trust for Historic Preservation
46	Bicycle and Pedestrian Facilities	4.4, 4.5	Louisville Metro Public Works, Property Owners, KIPDA	Short-Term–Long Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds
47	Little Goose Creek Preservation and Restoration on Bluffs	1.3	Louisville Metro; Glenview; River Road Scenic Byway Oversight Board, Property Owners	Mid Term	United States Forest Service (FS), NFWF, U. S. Fish and Wildlife Service, EPA, Kentucky Division of Forestry, MSD
48	Conservation and Interpretation of Agricultural Lands		NRCS, Property Owners, River Road Scenic Byway Oversight Board, River Fields	Short Term, On-Going	United States Department of Agriculture (USDA), Kentucky Heritage Land Conservation Fund, NRCS
49	Riverside Beach Road Area Conservation and Preservation	1.3	Louisville Metro; River Road Scenic Byway Oversight Board, Property Owners	Mid Term	United States Forest Service (FS), NFWF, U. S. Fish and Wildlife Service, EPA, Kentucky Division of Forestry, MSD
50	Megafauna Interpretive Venue and Trailhead	3.6	Louisville Metro Parks, River Fields, Inc., Land Owner, KIPDA	Long Term	FHWA, Kentucky Department for Natural Resources Heritage Land Conservation Fund, Scenic Byway Grants; TE Funds; CMAQ Funds
51	Habich Site Interpretation	2.3	River Road Scenic Byway Oversight Board, Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Kentucky Heritage Council	Short Term, On-Going	National Endowment for the Humanities, specifically America’s Historical and Cultural Organizations Implementation Grant; National Trust for Historic Preservation

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52	Wolf Pen Branch Road Intersection Improvements	4.7	Louisville Metro Public Works, Property Owners, KIPDA	Mid-Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds, Annual Operating Funds, Council Discretionary Funds
53	Harrods Creek Bridge Area Interpretive Venue	2.3	River Road Scenic Byway Oversight Board, Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Kentucky Heritage Council	Short Term, On-Going	National Endowment for the Humanities, specifically America’s Historical and Cultural Organizations Implementation Grant; National Trust for Historic Preservation
54	Harrods Creek Watershed Management Plan	1.8	River Road Scenic Byway Oversight Board; MSD; Kentucky Division of Water; USACE, Land Owners	Mid Term	NRCS, EPA, U. S. Fish and Wildlife Service, Kentucky Division of Water, MSD
55	Eastern Bridge Trail Head and Belleview Interpretive Venue	3.2	Louisville Metro Public Works, KIPDA	Long Term	FHWA, Kentucky Department for Natural Resources Heritage Land Conservation Fund, Scenic Byway Grants; TE Funds; CMAQ Funds
56	Landscape Improvements at Captain’s Quarter Marina	1.3	River Road Scenic Byway Oversight Board, Property Owners	Mid Term	United States Forest Service (FS), NFWF, U. S. Fish and Wildlife Service, EPA, Kentucky Division of Forestry, MSD
57	Captains Quarters Water Taxi	4.6	River Road Scenic Byway Oversight Board; Greater Louisville, Inc.; USACE, Property Owners, KIPDA	Long-Term	FHWA Scenic Byway Grants; TE Funds
58	Captains Quarters Area Public Boat Access	3.6	Louisville Metro Parks, Land Owner	Long Term	
59	Harrods Creek Overlook	3.4	Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Inc., KIPDA	Mid-Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds

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60	Harrods Creek Bottomland Protection and Restoration	1.3	Land Owners, River Fields, Metro Parks	Mid Term	United States Forest Service (FS), NFWF, U. S. Fish and Wildlife Service, EPA, Kentucky Division of Forestry, MSD
61	Belleview Farm Interpretive Venue	2.3	River Road Scenic Byway Oversight Board, Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Kentucky Heritage Council	Short Term, On-Going	National Endowment for the Humanities, specifically America’s Historical and Cultural Organizations Implementation Grant; National Trust for Historic Preservation
62	Transylvania Settlement Interpretation	2.3	River Road Scenic Byway Oversight Board, Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Kentucky Heritage Council	Short Term, On-Going	National Endowment for the Humanities, specifically America’s Historical and Cultural Organizations Implementation Grant; National Trust for Historic Preservation
63	B.E. Payne Plant River Edge Restoration and Enhancement	1.8	River Road Scenic Byway Oversight Board; USACE	Mid Term	NRCS, EPA, U. S. Fish and Wildlife Service, Kentucky Division of Water, MSD
64	Water Company Facilities Interpretation		Louisville Water Company, Louisville Metro Parks	Mid Term	FHWA, Kentucky Department for Natural Resources Heritage Land Conservation Fund, Scenic Byway Grants; TE Funds; CMAQ Funds
65	Water Company River Access	3.6	Louisville Water Company, Louisville Metro Parks, KIPDA	Long Term	FHWA, Kentucky Department for Natural Resources Heritage Land Conservation Fund, Scenic Byway Grants; TE Funds; CMAQ Funds
66	Hays Kennedy Park Trail Head	3.5	Louisville Metro Parks, KIPDA	Short Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds, National Recreational Trails Program
67	Garvin Brown, Preserve River Access and Interpretation	3.6	River Fields, Inc.	Short Term	River Fields, Inc.

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68	Oldham County Trail Connection	3.5	Louisville Metro Parks, Oldham County Planning & Zoning, KIPDA	Long Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds, National Recreational Trails Program
69	Jacob School Site	3.7	Louisville Metro, River Road Scenic Byway Oversight Board, Property Owners	Mid Term	KY African American Heritage Commission; Lowe’s Grants for Rosenwald Schools, Alice Rosenwald Flexible Fund, National Trust Partnership-in-Scholarship (PS) Grant for African American history
70	Harrods Creek to Mayfair Avenue	1.1	Louisville Metro Planning and Design, Prospect, Property Owners, River Road Scenic Byway Oversight Board	Short Term- On Going	FHWA Scenic Byway Grants; TE Funds
71	Mayfair Avenue Connection	4.5	Louisville Metro Public Works, Prospect, Property Owners, KIPDA	Long-Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds, National Recreational Trails Program
72	Timber Ridge Intersection Improvements	4.2	Louisville Metro Public Works, KIPDA	Mid-Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds
73	Bicycle and Pedestrian Facilities	4.4, 4.5	Louisville Metro Public Works, Prospect, Property Owners, KIPDA	Short-Term–Long Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds
74	Jacob School Neighborhood/James Taylor Subdivision Interpretation	2.3	River Road Scenic Byway Oversight Board, Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Kentucky Heritage Council	Short Term, On-Going	National Endowment for the Humanities, specifically America’s Historical and Cultural Organizations Implementation Grant; National Trust for Historic Preservation
75	Bass Road Connection	4.5	Louisville Metro Public Works, Prospect, Property Owners, KIPDA	Long-Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds, National Recreational Trails Program

# Implementation

Project	Description	Related Strategy	Responsible Parties/Resource Agencies	Time Frame Short Term–2 yrs or less Mid-Term– 3-5 yrs. Long Term - > 5 yrs.	Potential Funding Source(s)
76	Parkway Road Improvements	4.7	Louisville Metro Public Works, Prospect, Property Owners, KIPDA	Long-Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds, Annual Operating Funds, Council Discretionary Funds
77	Community of Prospect Interpretive Venue	2.3	River Road Scenic Byway Oversight Board, Louisville Metro; Glenview; Prospect; Indian Hills, River Fields, Kentucky Heritage Council	Short Term, On-Going	National Endowment for the Humanities, specifically America’s Historical and Cultural Organizations Implementation Grant; National Trust for Historic Preservation
78	Eastern Gateway	4.9	Louisville Metro Public Works, Metro Parks, KIPDA	Mid-Term	FHWA Scenic Byway Grants; TE Funds; CMAQ Funds

**National Fish and Wildlife Foundation (NFWF)** -NFWF seeks projects that initiate partnerships with private landowners; demonstrate collaborative efforts; and address watershed health issues that lead to restoring native aquatic species habitats and their migration corridors.

**United States Department of Agricultural (USDA) - Wildlife Habitat Incentives Program (WHIP)** - A voluntary program for people who want to develop and improve wildlife habitat, primarily on private land.

**USDA Forest Service (FS) - Cooperative Forest Health Management Program.** Funds weed management activities on state and private forested lands.

**USDA Natural Resources Conservation Service (NRCS)**

There are a variety of funding programs within the NRCS. Examples include: Environmental Quality Improvement Program (EQIP), Conservation on Private Lands Program, Conservation Technical Assistance (CTA), and Wetlands Reserve Program.

**Funding for the Management and Control of Invasive Species Affecting Grazing Lands**

NRCS provides funds to manage the spread of invasive species affecting grazing land. Proposals that address invasive species on western range (grazing) lands are given a priority. Forty grants per year ranging from \$50,000 to \$500,000 are awarded to private landowners.

**Environmental Quality Improvement Program (EQIP)**

EQIP provides a voluntary conservation program for farmers and ranchers promoting agricultural production and environmental quality as compatible national goals. This program offers financial and technical help to assist eligible participants in installing or implementing structural and management practices on eligible agricultural land. EQIP may share up to 75% of the costs of certain conservation practices.

**Conservation on Private Lands Program**

This grant program funds conservation and enhancement of wildlife and natural resources on private lands. A 50% match in funds is required.

**Conservation Technical Assistance (CTA)**

CTA provides technical assistance to participants in USDA cost-share and conservation incentive programs. Assistance is funded on a reimbursable basis from the Commodity Credit Corporation for planning and implementing conservation practices that address natural resource issues. Funds are available to private landowners, federal, state, and local agencies.

**Wetlands Reserve Program**

A voluntary program offering landowners the opportunity to protect, restore and enhance wetlands on their property. The goal is to achieve the greatest wetland functions and values, along with optimum wildlife habitat, on every acre enrolled in the program.

**Conservation Innovation Grants**

CIG is a voluntary program intended to stimulate the development and adoption of innovative conservation approaches and technologies while leveraging federal investment in environmental enhancement and protection, in conjunction with agricultural production. CIG enables NRCS to work with other public and private entities to accelerate technology transfer and adoption of promising technologies and approaches to address some of the nation’s most pressing natural resource concerns.

**US Fish & Wildlife Service (USFWS)**

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**Private Stewardship Grants.** Private Stewardship Grants supplies financial assistance for on-the-ground conservation projects on private lands to benefit at-risk species. This program was not developed to address invasive species issues; however projects that benefit at-risk species through invasive species control may be eligible. 10% non-federal match is required for a median grant of \$8,000 for groups working on private lands.

**Partners for Fish and Wildlife.** A voluntary habitat restoration program that provides financial assistance and restoration expertise to private landowners, tribes and other conservation partners who desire to improve the condition of fish and wildlife habitat on their land. Projects must be on refuge land, or in an area that directly benefits FWS lands. A 1:1 cost match is required.

## **National Park Service (NPS)**

**Challenge Cost Share.** Works to increase the participation of neighboring communities and qualified partners in preserving and improving the cultural, natural and recreational resources for which the Service is responsible. In 2003, \$5.0 million in each bureau challenge cost-share program was targeted specifically at resource restoration and habitat enhancement. A typical award is \$7,000 to \$21,000, and a 1:1 non-federal match is required for public, private, and tribal interests.

**Land and Water Conservation Fund.** Provides matching grants to States and local governments for the acquisition and development of public outdoor recreation areas and facilities. The program is intended to create and maintain a nationwide legacy of high quality recreation areas and facilities and to stimulate non-federal investments in the protection and maintenance of recreation resources across the United States.

## **Federal Highway Administration (FHWA)**

### **National Scenic Byways Program Funds**

National Scenic Byways Program funds may be used for enhancing, protecting, or preserving the byway's intrinsic qualities that support the byway's designation.

### **Transportation Enhancement Activities**

Transportation Enhancement (TE) funding opportunities help expand transportation choices and enhance the transportation experience through 12 eligible TE activities related to surface transportation.

### **Congestion Mitigation and Air Quality (CMAQ) Funds**

The Congestion Mitigation and Air Quality Program is a transportation improvement program focused on reducing emissions in non-attainment areas as determined by the EPA. Pedestrian and bicycle projects are eligible for CMAQ funding.

**Recreational Trails Program (RTP).** The RTP is an assistance program that provides funds to the States to develop and maintain recreational trails and trail related facilities for both non-motorized recreational trail uses including hiking, bicycling, in-line skating, equestrian use, cross-country skiing, snowmobiling, off-road motorcycling, all-terrain vehicle riding, four-wheel driving, or using other off-road motorized vehicles.

## **Kentucky Department for Natural Resources (KDNR)**

**Kentucky Heritage Land Conservation Fund (KHLCF).** The KHLCF provides funding for preserving and conserving natural areas that possess unique features including; rare and endangered species habitat, migratory bird habitat, areas that perform important natural functions that are subject to alteration or loss, area to be preserved in their natural state for public use, as well as outdoor recreation and education.

## **Kentucky Division of Water (KDOW)**

**319 Grant Funding.** Grants are available for watershed-based plan development and implementation, protection of Special Use Waters with identified threats, as well as other nonpoint source pollution control projects to help mitigate or prevent runoff pollution. Priority consideration is given to applications for watershed-based plan development and implementation in 303(d) listed streams and protection of threatened Special Use Waters.

# Marketing Plan

### Tourism

Marketing and publicizing River Road should be viewed in the context of tourism and tourism promotion. Although accommodating and advancing tourism can be a primary focus of a scenic byway management plan, other considerations may take precedence depending upon the corridor's characteristics and the local community's preferences. Regardless of its relative importance or status in the overall scheme of things, tourism at any level may carry adverse effects or incite a negative reaction among local residents for various reasons. One of the challenges, and hopefully successes, of this plan will be to impart a more positive view of tourism in the River Road corridor.

One way to view tourism is as "visitation." This may be a more appropriate frame of reference for River Road since most of the people who currently travel to the corridor are locals from the surrounding area rather than "tourists" from outside the area or region. Regardless of whether they're local or non-local, most visitors usually conduct themselves with a certain amount of respect for their host or host place. Visitors, after all, have come to enjoy what the corridor has to offer, not to intentionally harm or damage what makes the place so compelling. Moreover, travel has always been a big part of the River Road corridor. Native Americans came in search of game and trade, early Euro-American settlers moved through on wagons and flatboats, and modern day-trippers run about in autos and boats. They have all come for many of the same reasons—for respite or diversion, to carry on commerce and trade, to make social connections, and to experience a new place.

Apart from how tourism/visitation is perceived, its successful integration with the River Road corridor will largely depend on how well it is managed. Many of the strategies and actions outlined in this plan are related to both improving visitor experience and reducing its potential negative effects. For example, the provision of a few simple roadside pull-outs will allow visitors to safely exit the travelway to enjoy a scenic vista without infringing on a private drive or endangering themselves and other motorists by trying to stop on a narrow shoulder. Other such strategies and actions include concentrating certain visitor amenities (like restaurants and shops) in designated areas, and developing good way-finding signage and maps. Much of the interpretative content up and down the corridor can also reinforce the message that everyone, including visitors, shares responsibility for the stewardship and protection of the corridor's qualities. A visitor code of conduct (both overt and subliminal) can be built into many of the strategies and actions suggested in this plan.

The economic effects of tourism/visitation will definitely be seen as a big plus by businesses in the corridor. Many businesses would not survive with only local residents as customers and patrons. Although jobs in some of these service-industry businesses may pay low wages, the business owners and managers tend to have higher incomes and they may even live in one of the nearby communities or neighborhoods. In addition, local businesses serve local residents with conveniently located commodities and services.

Finally, most if not all of the amenities established for visitors will be amenities and facilities for local residents as well. Trails, scenic overlooks, road improvements, boat launches, etc., will be enjoyed by both local residents and by visitors. Visitor tourism can essentially create added incentive and stimulus toward maintaining, developing and funding things that matter to everyone's quality of life.

### Marketing Purpose

The strategy to market River Road stems from objectives to reveal its qualities and enable its enjoyment among the public. The marketing plan must dovetail with strategies and actions for other objectives such as the protection of natural, cultural and scenic resources. Corridor marketing should also mesh with other regional and state-wide tourism programs and promotions.

River Road possesses a number of special qualities and unique characteristics from which to build a marketing program:

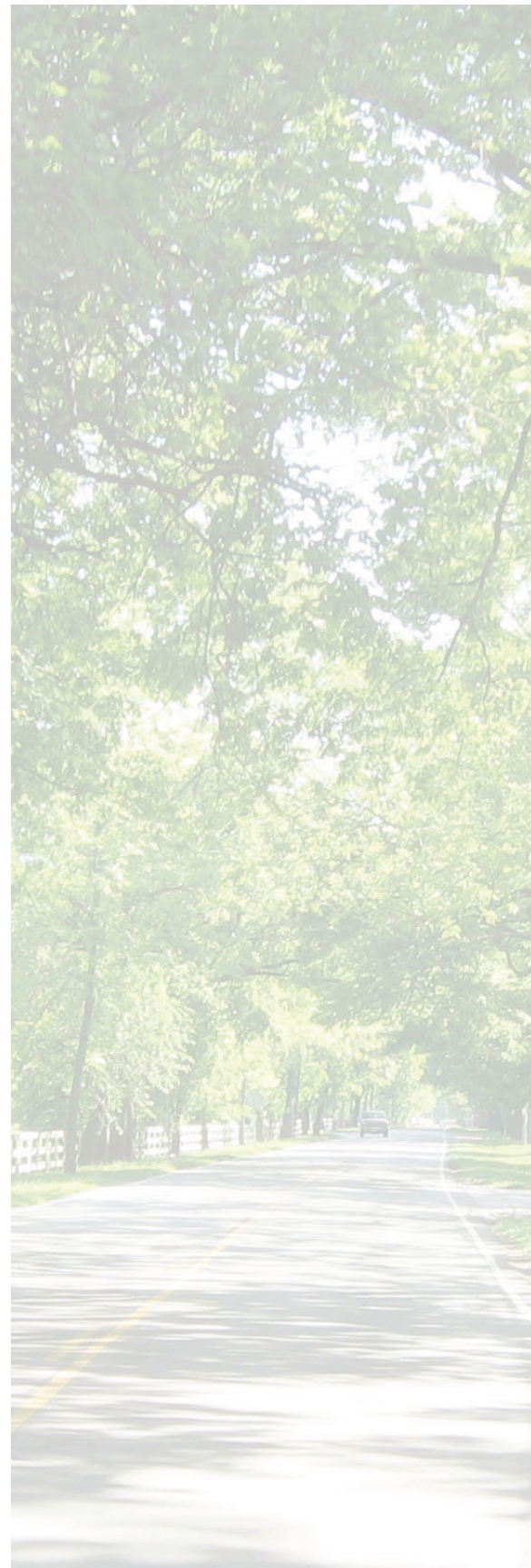
- A wide array of recreational activities and amenities including marinas, athletic fields, nature trails, restaurants, social clubs, and parks.
- Fascinating cultural landscapes consisting of historic estates, agricultural lands, early residential communities, unique geology, and native plant communities.
- A semi-rural scenic landscape of fields, creeks and woods virtually in the heart of the city, contiguous with other parks and recreational areas reaching all the way from downtown Louisville.

Recommendations for the enhancement and protection of intrinsic qualities in this management plan will bring new resources and amenities to the corridor, further heightening its marketing appeal.

### Marketing Goals

Goals to guide the creation and implementation of a corridor marketing strategy might include:

1. Heighten visitors' awareness of the qualities, attributes, and activities offered throughout the corridor.
2. Manage tourist and visitor activity in a manner that does not diminish corridor's qualities or jeopardize local residents' privacy and quiet enjoyment.
3. Focus visitor activities at locations where there are facilities to accommodate this activity.
4. Merge marketing efforts for the corridor with the interests of local businesses and neighborhoods.
5. Coordinate with local and state agencies and organizations that are promoting



# Implementation

and marketing the region.

## Reaching the Target Market

Folks who frequent River Road's attractions and amenities fall into three general categories:

- Local residents who live along and near the corridor.
- Local visitors who live in the greater Metro area and travel to River Road for recreation, social activities, dining and entertainment.
- Non-local visitors and tourists from outside the region who travel to River Road to experience its scenery, recreational opportunities, and its cultural/historic contexts.

Local residents typically see the corridor from a somewhat different perspective than visitors. Residents generally have a more intimate knowledge of the corridor, having had time to experience most of its features and attractions, and acquire a first-hand familiarity with the area. While their sense of making new discoveries has abated, local residents' appreciation of their "turf" usually increases. Residents will therefore assume "ownership" or possessiveness of the locale and take on a greater degree of protectiveness than visitors.

Visitors, on the other hand, are less familiar with the corridor than residents. Consequently, it will be to the two visitor groups mentioned above that marketing efforts should be directed. Although these two visitor groups may overlap in some ways, they are distinguishable by enough characteristics to indicate that different types of communication and messages will need to be employed to reach them.

Locals who live in the Metro area currently comprise the bulk of visitors to River Road, and it's likely that locals will continue to be the majority of visitors. Locals are already aware of some of the corridor's attractions and many have formed strong impressions about what the corridor offers, framed largely by personal experience. Marketing the corridor to this group will require strategies oriented toward reminding locals about the corridor's attractions and emphasizing that the place has some new things to offer. Locals appreciate quick and convenient access to the wide range of recreational and social activities in a semi-rural scenic setting right in the heart of the city. These characteristics are what attract cyclists despite the less than desirable cycling conditions along River Road.

First time visitors from outside the region will have learned about River Road through publications, friends, or other means; they come to discover and experience the corridor's various qualities. Repeat visitors come back for the opportunity to discover more or to re-live an earlier rewarding experience. Visitors to River Road from outside the region are initially drawn by the Ohio River setting, and the scenic and historic aspects of the corridor. Facilities like restaurants, marinas, nature trails, and athletic fields are added amenities and definitely contribute to a quality experience for visitors from outside the region. Marketing targeted to visitors coming from outside the Metro region will require a different set of methods and messages than marketing oriented to local visitors from within the Metro area.

## Marketing Strategies

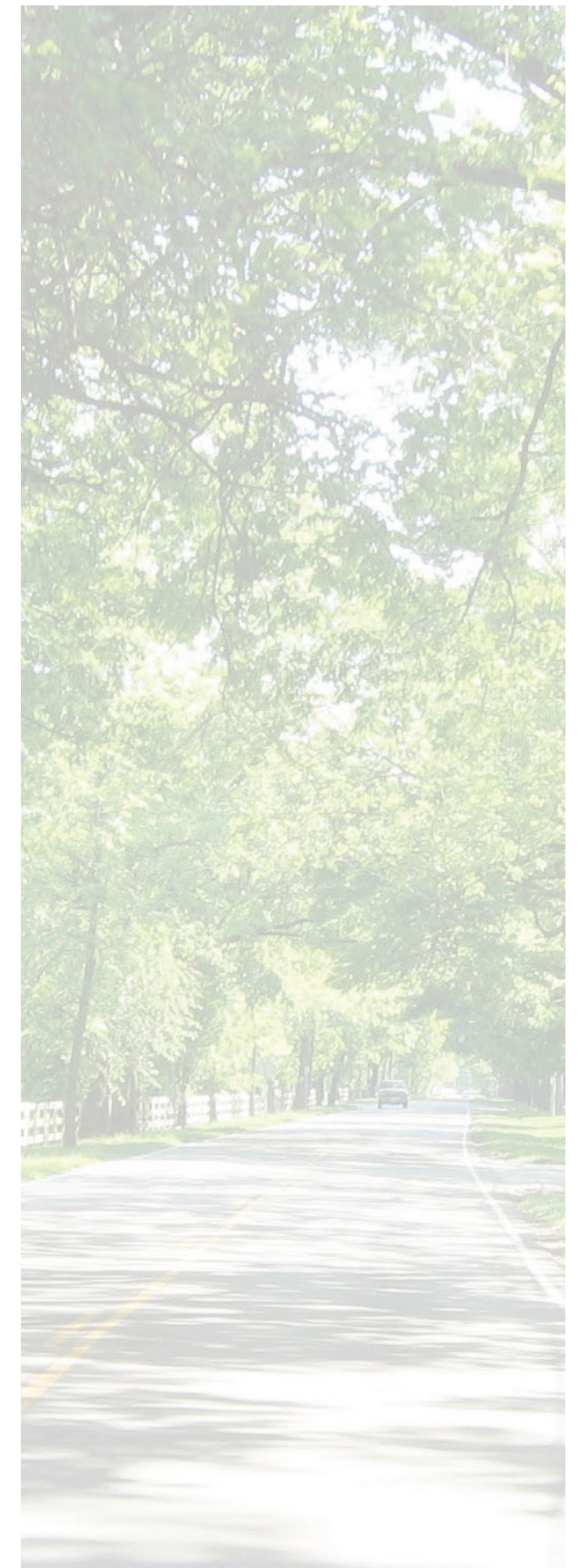
Promotion of the corridor will be an important aspect to how the corridor is managed, particularly as it relates to tourism and visitor use. As a major recreational attraction, River Road will continue to draw a considerable amount of visitation, but the corridor should never be portrayed as everything to everybody. Essentially, while the corridor may offer many pursuits and interests, people should not come expecting something that is not or cannot be accommodated. Clear communication about what the corridor offers will be essential to shaping visitor expectations and behavior and to ensuring that corridor qualities and features are identified and promoted in a way that minimizes adverse visitor effects.

Above all else, promotional efforts for River Road should be coordinated with the efforts of other local and state programs and organizations involved with promoting visitor activities and events. Some of the obvious organizations include the Kentucky Heritage Council, the Louisville Convention and Tourism Bureau, and the Kentucky Tourism, Arts and Heritage Cabinet. Less apparent promotional avenues should also be explored such as through Metro Parks' website which could be updated to tie information about Cox, Thurman Hutchins and Hays Kennedy Parks to the larger River Road experience, especially if it includes a corridor trail. Even organizations like local bird clubs or biking associations who may sponsor events in the corridor, can be encouraged to promote the event (and corridor) through their outreach efforts.

Initial marketing and promotional efforts for the corridor might include:

- Developing a map brochure showing and describing features and attractions along River Road. This brochure would give a comprehensive overview of the corridor and could be made available at hotels, restaurants, Chamber of Commerce, visitor centers, etc.
- Conveying information about River Road through aforementioned state and local organizations' brochures and websites.
- Forming a River Road Business Association (of local business owners) that would provide a focus on their enterprise through advertising, events, etc. within the context of the wonderful River Road setting.
- Developing a few effective, much needed projects like scenic pull-offs, signage, or corridor trail.

In conclusion, the marketing of River Road will require a multi-faceted and nuanced approach in order to simultaneously promote *and* protect its qualities. Carefully orchestrated marketing will build awareness and support among the larger community for the projects and amenities that both local residents and visitors enjoy.



# Public Involvement

Because the River Road CMP is truly a community-driven initiative, it will require ongoing public support and participation to implement the plan's multiple management strategies and associated protection and enhancement projects. Although much of the funding for project implementation will come from agencies, and certain agencies are committed in principle to fulfilling the CMP, the continued attention and effort required for getting projects initiated and "on the ground" will only come about through a persistent and committed grassroots advocacy.

The formation of a River Road Scenic Byway Oversight Committee will be an important first step in generating the ongoing community involvement necessary for advancing the CMP. Composed of local community members and agency representatives, the Scenic Byway Oversight Committee would be the body charged with coordinating and expressing the interests of the local community and for championing the plan with other agencies and organizations.

The beginnings of a Scenic Byway Oversight Committee have been given momentum by the existence of the Citizen's Advisory Group (CAG) which was assembled for overseeing the creation of the management plan. It is important to see this group transition, with some modifications, into a full-fledged organization entrusted with the primary responsibility of implementing the plan. Steps in this transition would include the following:

- Designation of an acting Scenic Byway Oversight Committee chair and initial members at or before completion of this CMP
- Establishment of a Committee charter, organizational structure, and membership requirements and responsibilities
- Identification of a process for selecting, broadening, and rotating membership
- Initiation of community outreach and coordination

The primary purpose of the Scenic Byway Oversight Committee will be to guide or "steer" the execution of the plan. The Committee will be responsible for keeping the fires burning among the agencies, stakeholders, and organizations involved with development of the CMP and for igniting new interest and backing by the community and other agencies and organizations. Although coordination with agencies will be a major focus of the committee, its primary role will be to work with and engage the community, essentially acting as a "voice" for the public. Methods and strategies for building and maintaining public support will be formulated as events and circumstances warrant, and might include:

- Neighborhood/City meetings and news letters
- Area Business Associations
- Existing and new corridor events (i.e., Water Tower's annual reggae festival)
- Op/Ed pieces through local news media

Building upon an analysis concept established in the assessment section of this plan,

continued public participation could be tied to the Landscape Units discussed earlier. Because many of the corridor's characteristics, issues, and management actions differ from one unit to the next, it may be useful to structure aspects of the community involvement process around the Landscape Unit framework. Each unit could perhaps have a designated representative or "Unit Captain" who sits on the Scenic Byway Oversight Committee, conveying the ideas and opinions of his or her constituents as well as generating support and interest among these constituents for various corridor projects, initiatives, and events. Of course the efforts and commitment of the Unit Captain would be somewhat split whereby they are supporting the betterment of the entire corridor while at the same time acting as a spokesperson for a particular Landscape Unit.

Public involvement is inclusive of individuals, residents, neighborhood associations, conservation organizations, business owners, schools, and basically anyone or any group who enjoys and appreciates the special qualities and places of the River Road corridor. This plan provides a broad agenda of things that can be done to benefit and protect the corridor qualities and features that the public values. Anyone reading this plan can become an advocate for a project or can lend support to a project initiative already underway. The first step in making a project happen is for an individual or group to get behind the process of promoting and executing the project. The Scenic Byway Oversight Committee will provide some of this leadership, and agencies can provide critical support, but it will require the energy and participation of a broad coalition of individuals and groups to sustain the management objectives and execute the byway projects.

For those interested in taking on or getting behind a project, the steps in project development generally consist of the following:

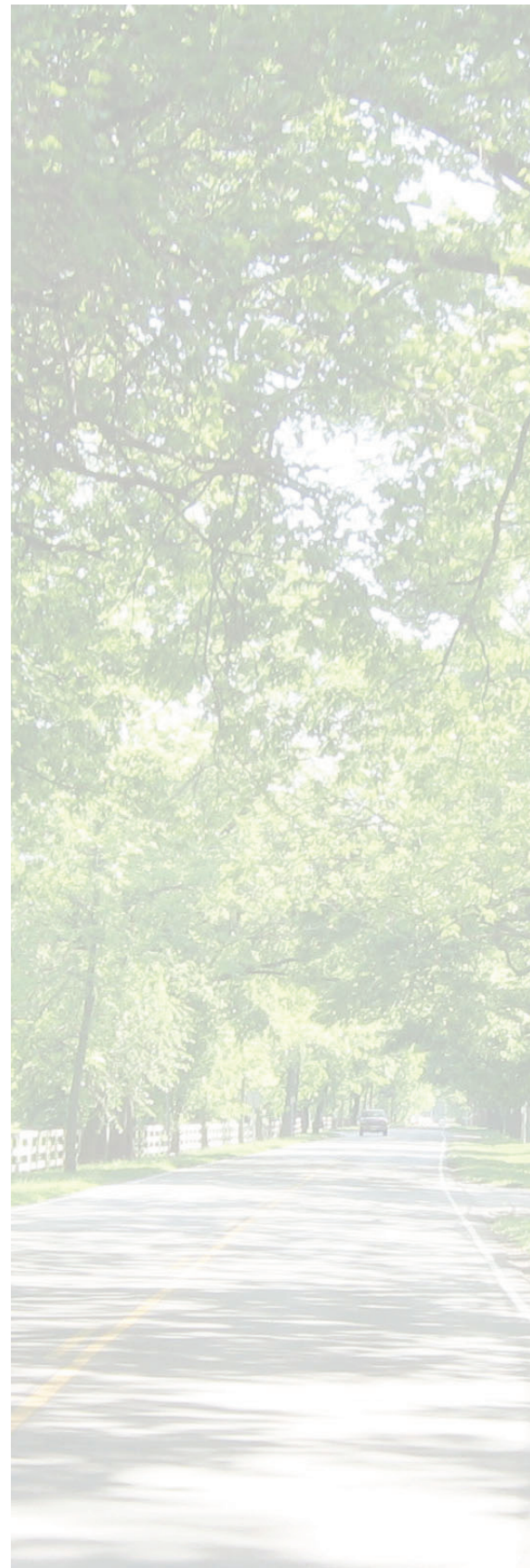
### A. Define the Project

The project descriptions outlined in previous sections are only a starting point in the development of any one project or combination of projects. More deliberation will be needed about the project purpose, benefits and outcomes. Items that will likely require further articulation include:

- A clear set of project goals and objectives
- The project's importance and status relative to other projects and the corridor's overall enhancement
- A description of project components: water access, trails, parking, interpretation, restored areas and features, etc.
- The property's ownership and legal jurisdiction
- The project's long-term management and maintenance obligations

### B. Identify the Project Partners

The project descriptions in the preceding sections identify potential project partners, but again this aspect of project development requires some additional consideration. Partners must be viewed in light of the various roles and resources they might bring to a project including:



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- An ability to fund all or a portion of the project
- Ownership or jurisdiction of the project site area
- Knowledge, information, or “intellectual capital” they can contribute to a project
- Capability to provide certain services such as design, permitting, cost estimating, engineering, grant writing, site maintenance, etc.
- Shared interest or gain in the project
- Ability to generate additional support among other agencies and groups

## C. Build Public Support

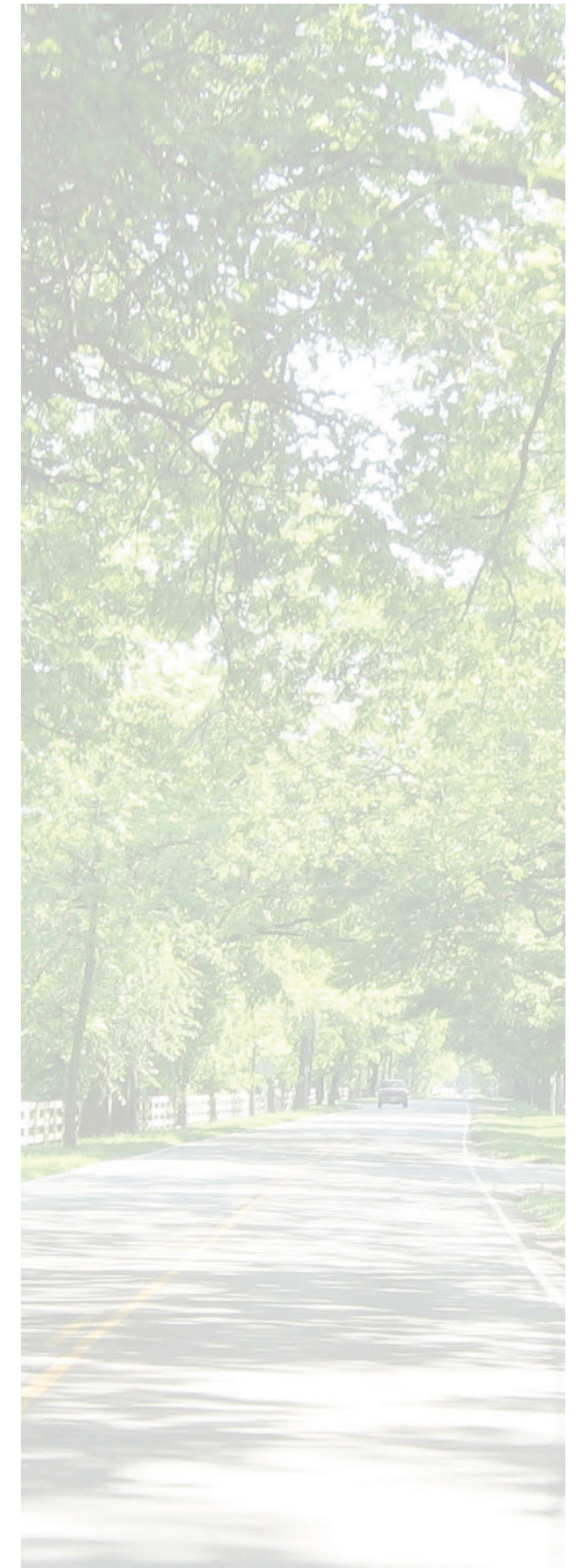
The importance of public support cannot be over-emphasized in the project development process. Agency partners and certain organizations, like land trusts, are encouraged by a community’s strong interest and commitment to a project. To add to the suggestions offered earlier in this section, public support can be generated and shown by:

- Publicity and information about the project, disseminated through public meetings, newspaper articles, and other forums
- Open support from neighborhood associations, business owners, and other stakeholder groups like bike clubs, conservation organizations, and schools
- Commitments to provide volunteer services and products for the project
- Positive reaction and statements from neighbors and abutting property owners

## D. Assemble Project Funding

Most project funding will come in the way of grants that are made available by public agencies. Many grant sources will require other project partners to provide a portion of the funding, or what is generally referred to as a “funding match” which is a certain percentage of the total project cost. This match can be through outright cash contributions or sometimes through donated services, materials, volunteer labor, or other in-kind products and services that carry a monetary value. Issues to consider in pursuing grant funding include:

- A thorough understanding of the grant criteria and funding requirements
- An ability to assemble the grant application; the services of an experienced grant writer are extremely valuable here
- Clear identification of the funding match, with firm commitments by those entities contributing to the match



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