

Scenic Byways 2006 Grant Application: Summary of FHWA Review

Proj #: PA06(007)

PA Brandywine Valley Scenic Byway - Corridor Management Plan

Byway(s): Brandywine Valley Scenic Byway
 Delaware Brandywine Valley Scenic Byway

Abstract: The project will develop a Corridor Management Plan to preserve and enhance the scenic, historical, recreational, cultural and natural resources of the Pennsylvania Brandywine Valley Scenic Byway. The project will connect with the Delaware portion of the byway, linking diverse regional resources to create one seamless corridor. Development pressure, traffic volume, land conservation, and natural resource protection are local concerns to be addressed in the Corridor Management Plan. Multi-year implementation projects will be developed based on sound management strategies. The Corridor Management Plan and preservation of valuable byway resources will be a partnership between seven townships and two counties plus Delaware byway leaders.

This project benefits the byway traveler by improving the quality and continuity of the corridor experience with connection of the DE and PA byways. Creating a seamless travel experience will support cultural tourism initiatives throughout the valley. The project's benefits include protection of significant historical, cultural, scenic and natural resources and interpretation of the area's rich history. It will support land conservation efforts and enhance appreciation of the historic properties, farmland, woodlands, and open space along the Brandywine River. Preservation of the byway's diverse resources will ensure that future generations can enjoy the beauty of the Brandywine Valley.

Amount Funded: \$120,000 (Fully Funded)

General Comments

FHWA reviewers would like to remind you that the Corridor Management Plan is a planning document to help guide, protect, and enhance your byway. It is meant to be a "living" document, not just one that you complete to have sit on the shelf or to use just to seek designation as one of America's Byways®. Thus said, you do not need to only include the 14 points of Corridor Management Planning identified in National Scenic Byways Program policy (see <http://www.bywaysonline.org/library/display/29607/FedReg.pdf> and section 9 on Corridor Management Plans).

Include what makes sense to the members of the communities residing along the byway. Also, a byway does NOT need to have all 6 intrinsic qualities in order to be eligible for designation as one of America's Byways. In order to be designated as a National Scenic Byway, the byway must have at least 1 intrinsic quality and be of regional significance. In order to be designated as an All-American Road, the byway must have at least 2 intrinsic qualities, be of national significance, and be seen as a "destination unto itself."

FHWA looks forward to learning more about this byway.

Comment: This was a well prepared, organized grant application. FHWA reviewers look forward to learning more about the Pennsylvania portion of the Brandywine Valley Scenic Byway. We are certain that the Delaware Brandywine Valley Scenic Byway group can offer many valuable and practical ideas and suggestions. Even though you may wish to highlight different resources/intrinsic qualities, it would still be helpful to coordinate some of the byway messages and delivery mechanisms from one State to the other in order to provide the traveler with a more consistent message.

Conditions

Condition: Any product planned, developed, constructed, or otherwise using National Scenic Byways Program funds should include a statement acknowledging the program funding source as well as all other project funding sources. Please use this statement: "Funded in part by Federal Highway Administration."

Item	Budget Item Description	Requested	Eligible	Not Eligible
1	Project Initiation	\$10,000	\$10,000	\$0

Item	Budget Item Description	Requested	Eligible	Not Eligible
2	Data Collection and Analysis	\$22,000	\$22,000	\$0
3	Definition and Description of Corridor	\$18,000	\$18,000	\$0
4	Develop Management Strategies	\$15,000	\$15,000	\$0
5	Establish a Stewardship Structure	\$0	\$0	\$0
6	Implementation Strategies and Action Plan	\$15,000	\$15,000	\$0
7	Draft Corridor Management Plan	\$20,000	\$20,000	\$0
8	Final Corridor Management Plan	\$20,000	\$20,000	\$0
Total:		\$120,000	\$120,000	\$0

* Make contact with your state scenic byway coordinator to determine specific requirements in your state for use of Federal funds.

* Understand all the steps needed to use the funds including documenting environmental affects of construction that are required under the National Environmental Policy Act of 1969 (NEPA) laws applied to Federal funds. See website (<http://www.fhwa.dot.gov/environment/00001.htm>) for general information and ask your state byway coordinator about your states unique requirements.

* Consider that reviewers are not as familiar with your byway, communities and corridor landscapes as you are. Therefore, responding to the suggested attachments and explanations described in "Practices" for each grant category is a particularly effective use of your time.

* In the Project Narrative section of the application, crafting an outline that describes all the elements of your project, their relationship to the byway, how the traveler is served by the project and the use of bullets and lists to call out specific features of the proposal can help reviewers understand your project.

* Your scenic byway group will work with partners, perhaps a local government co-sponsor and your State transportation agency and State scenic byway coordinator to get your project underway.

* Please remember that when developing your grant budget, you should not include a contingency line item because Federal funds may not be used in that way. Your budget should accurately reflect the final costs to complete your proposed project.

* On occasion, some byways have discovered that their projects were declared ineligible because they have incorrectly identified the sources of matching funds. All applicants are encouraged to review the Matching Funds Requirements document included with Important Documents on the (www.bywaysonline.org/grants/docs.html) website.

We want to acknowledge the National Scenic Byway Program funds used for our project and the importance of our designation as one of America's Byways, so what do we need to know to do the job right?

* Any project planned, developed, constructed or otherwise using National Scenic Byway Program funds should include a statement acknowledging the funding program source as well as all other sponsors. An excellent method of extending the impact of the designation and program funding is to have travelers frequently observe that facilities they enjoy were associated with the National Scenic Byways Program.

* Please use this statement when for all products developed, printed, fabricated or produced with national scenic byway funds, "Funded in part by Federal Highway Administration."

* The publications we produce about byways will meet the goal of improving the travel experience on the byway when information produced with National Scenic Byway Program funds focuses on the intrinsic qualities that form the byway's story.

* To the extent practical, byway materials you develop should describe features along the entire route and should include all communities and highlight intrinsic qualities along the entire road.

Thursday, September 28, 2006

- * When your byway uses national scenic byway program funds, we ask that the funds be acknowledged and when the byway has been designated as either an All-American Road or National Scenic Byway, we ask that the America's Byways logo also be included on products seen by travelers. This simple step helps reinforce our brand.
- * To insure that travelers receive complete information about the byway, a single entity, a community, agency or other sponsor requesting National Scenic Byways Program funds for a byway publication will be responsible for coordinating messages about the entire byway.
- * Fulfillment expenses, e.g., postage for brochures and other products mailed to individual travelers, are not eligible for scenic byway funding because they are considered to be operational expenses associated with marketing, whether at a byway or Statewide level.
- * Expenses associated with distribution of promotional materials and media packets are limited to postage and shipping of mass mailings to distribution centers, typically State Welcome Centers, Chambers of Commerce, CVBs, and distribution points in other tourism-oriented target areas.
- * Fulfillment expenses for promotional activities such as maintenance of and costs to respond to toll free 800#'s, ongoing byway website maintenance and similar on-going activities are ineligible for scenic byway funding. These expenses are considered to be operational expenses associated with the normal activities of visitor associations and organizations.
- * Many elements of fulfillment that might be expected to qualify for National Scenic Byway Program funding are not eligible because they are generally associated with operating your tourism service or program. We prefer to leverage the byway funds to specifically provide information to byway travelers.
- * Newsletters produced with National Scenic Byway Program funds cannot lobby or espouse a specific position on legislative issues. A grant is a one-time, one-year grant to support the initiation of a newsletter, and it should become self-sustaining thereafter.
- * National Scenic Byways Program funds may be used for initial printing of up to a one-year's supply of printed materials, tapes or CD's, but not additional reprints. The quantity you identify in your grant application is viewed as your one-year supply.
- * When substantive changes occur in byway information displayed on an existing publication, whether it is regarding your intrinsic qualities, road information, or availability of significant traveler resources, etc., National Scenic Byway Program funds can be used to design and print a one-year supply of the revised publications.