

Florida Keys Scenic Corridor Alliance Annual Work Plan - 2017



November 2016

Introduction

The recently issued Florida Scenic Highways Program Guidance requires that each byway develop an annual work plan (plan) for the upcoming year. The intent of this plan is to help byway organizations assess their plans for the upcoming calendar year. The guidance recommends that the plan be realistic and take into account the human and financial resources of the byway organization. In developing this work plan the Florida Keys Scenic Corridor Alliance felt it appropriate to first assess where their organization has been before establishing a plan of action for the upcoming year. As a result, the Alliance's **Annual Work Plan/2017** has two parts;

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

Current Status

Byway Background

In 1996 Clean Florida Keys, Inc. a local affiliate of Keep America Beautiful, Inc. and Keep Florida Beautiful Inc. established the Florida Keys Scenic Highway Corridor Advocacy group in order to obtain a Florida Scenic Highways designation for US 1 from mile-marker (MM) 0 to MM 106.5. Designation was received from the Florida Department of Transportation (FDOT) in June of 2001. In 2008, the Florida Keys Scenic Corridor Alliance (Alliance) successor to the original advocacy group received approval for a 4-mile extension of the byway to MM 110 from FDOT. In 2009, the Alliance was successful in obtaining All-American Road designation for the corridor. This is the highest national level that a scenic highway can attain. The Alliance last reviewed their organization's core principals as part of a Corridor Management Plan (CMP) update in 2015.

The Alliance is celebrating its 15 year anniversary as an advocate for the region's scenic beauty, recreational opportunities and regional history. The Alliance is now a federally recognized 501(c)3 organization with a corridor web site that promotes the unique intrinsic resources of the All-American Road, and a growing advocacy.

Guiding Principles

As part of Plan development, the Alliance first reviewed their Mission Statement and defining values to ensure that they still accurately reflected the organizations focus. It was decided that these two statements, as presented here still reasonably meet the organizations focus.

Mission

It is the mission of the Florida Keys Scenic Corridor Alliance to enhance the scenic image, preserve our heritage and diversity, and promote the natural beauty of the Florida Keys Scenic Corridor.

Defining Values

- Promote safety for all that traverse the byway
- Appreciation for the balance between environmental preservation and economic growth
- Appreciation for the history and culture of the Florida Keys
- Maintain strong partnerships with other community advocacy groups having similar interests

Goals & Objectives

The Alliance reviewed their current Goals & Objectives to ensure that their priorities and day-to-day efforts are consistent with these statements. It was concluded that the Goals & Objectives as listed below still reflect the desires of the Alliance. As part of this review the Alliance also assessed the current status of each statement and noted that many are currently being worked on.

GOAL 1: Improve recreational and scenic opportunities along the byway.

Objective 1.1 Support design and construction activities that preserve, protect, and enhance the byway's scenic and natural resources.

(Underway)

GOAL 2: Advocate for corridor experiences that enhance environmentally-friendly economic development opportunities.

Objective 2.1: Encourage local and regional tourism-related businesses to incorporate scenic highway references in their tourism publications and marketing materials. **(Underway)**

Objective 2.2: Encourage the siting of amenities such as trailheads, landscape planting, intersection improvements, boat ramps and rest stops for maximum connectivity with commercial interests along the Byway.

Objective 2.3: Distribute byway specific informational materials to residents and visitors. **(Underway)**

GOAL 3: Support enhanced awareness of the unique natural resources of the Florida Keys.

Objective 3.1: Promote the Byway as an outdoor classroom, highlighting all intrinsic qualities of the corridor. **(Underway)**

Objective 3.2: Develop an on-going community participation and education program to provide updates on the designation and Alliance efforts. **(Underway)**

GOAL 4: Support efforts to ensure US 1 safely accommodates the needs of vehicular and non-vehicular users, while providing access to natural areas, connecting communities and neighborhoods, and enhancing recreational and scenic opportunities.

Objective 4.1: Participate in local, state, and federal planning efforts that have an impact on the byway. **(Underway)**

Objective 4.2: Provide for the safety of pedestrians and motorists along the corridor. **(Underway)**

GOAL 5: Promote private and public participation in the implementation of the CMP.

Objective 5.1: Make public involvement easy and meaningful.

Objective 5.2: Coordinate promotional campaigns with businesses and tourism-related associations along the byway. **(Underway)**

GOAL 6: Ensure the long term sustainability and success of the FKSCA.

Objective 6.1: Develop and maintain a strong leadership team. **(Underway)**

Objective 6.2: Continue to strengthen the FKSCA. **(Underway)**

Objective 6.3: Fulfill administrative duties to maintain Corridor designation. **(Underway)**

Recent Accomplishments

As part of the Alliance's assessment of their current status, recent accomplishments were documented. The Alliance believes that past accomplishments helps to determine their future course of action. The following accomplishments are part of a larger implementation strategy that is consistent with the organizations long term focus (Mission, Vision, Goals, and Work Plan).

- Updated the Byway Action Plan
- Participation in the Florida Department of Transportation's Put-it-Down Campaign for highway safety
- Participation in the visioning process associated with the Indian Key Fills area in Islamorada
- Involvement in numerous community events & speaking engagements
- Active supporter of partner organization community improvement efforts
- Recipient of a Monroe County Shared Asset Forfeiture Fund Grant
- Enhanced social media efforts including an updated web site
- Maintain Not-for-Profit status
- Maintain monthly Alliance meeting schedule
- Active participant in the FDOT Adopt-a-Highway program
- Partner in the International Coastal Clean Up event
- Partnered with FSHP & Visit Florida for an "off-the-beaten path" news article
- Support Monroe County and FDOT efforts to fund byway improvements consistent with the Florida Keys Scenic Highway Interpretive Master Plan

Annual Work Plan 2017

As noted above, before the Alliance could develop a work plan for the upcoming year they needed to asses where they had been. This assessment showed an organization that remains consistent with its original focus to be an advocate for the All-American Road and the communities it touches.

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

FKSCA Annual Work Plan (2017)

Program/Project	Goal(s) & Objective(s)	Lead	Estimated Date of Completion	Funding Source(s)
International Coastal Cleanup	Goal 3	Judy Hull	Fall	In-kind donation of volunteer time
Board of County Commissioner Outreach	Goal 5	Dottie Moses	Monthly	In-kind donation of volunteer time
Implementation of FKSCA Master Plan (identify 1 project for processing)	Goal 3 & 5	Judy Hull	Fall	Transportation Alternatives Funding (TAP) thru BOCC/FDOT
FDOT Safe Driving Program/Aggressive Driving Education	Goal 4	Judy Hull	Ongoing	Volunteer labor in support of FDOT Safe Driver Program
Web site upgrades	Goal 3	Shirley Wilson	Ongoing	In-kind donation of volunteer time
Adopt-a-Highway (quarterly cleanup events)	Goal 1	Judy Hull	January 2017	In-kind donation of volunteer time
Adopt-a-Highway (all segments adopted)	Goal 1	Paul Koisch	Ongoing	In-kind donation of volunteer time
Involvement with proposed corridor improvement projects	Goal 4	Board	Ongoing	In-kind donation of volunteer time
Byway sustainability - Annual Meeting/Big Projects event	Goal 3 & 6	Judy Hull	Summer 2017	Multiple funding sources
FDOT Annual Reporting	Goal 6,	Board	March/November 2017	In-kind donation of volunteer time
Maintain Not-for-Profit Corporation Status and Issue Not-for-Profit Annual Report	Goal 6,	Board	April 2017	Corporation status fee; paid by donation
Active Speakers Bureau	Goal 3 & 6	Board	Ongoing	In-kind donation of volunteer time
Conduct monthly Alliance meetings	Goal 6	Judy Hull	Monthly	In-kind donation for volunteer time

Contact Information

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