



## Project Summary 2006

FHWA National Scenic Byways Program

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

Project No. SB-ME-2006-53907	Project Name <b>Enhanced Byway Inventory, Mapping and Wayfinding</b>	
State Submission Date February 18, 2006	Division Submission Date	State Priority

### **Project Category**

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Which category best describes the location of this project?

- Project that is associated with a highway that has been designated as a National Scenic Byway, All American Road, or one of America's Byways.
- Project along a State or Indian tribe scenic byway that is carried out to make the byway eligible for designation as a National Scenic Byway, an All-American Road, or one of America's Byways.
- Project that is associated with the development of a State or Indian tribe scenic byway program.

Choose from the following categories of eligible work the type that best fits your project.

- Byway Programs
- Corridor Management
- Safety Improvements
- Byway Facilities
- Access to Recreation
- Resource Protection
- Interpretive Information
- Marketing

Is this an application for a seed grant?

- Yes
- No

Is this application a resubmission of an unfunded project from a previous year?

- Yes
- No

### **Project Location**

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States involved in project:

Maine (primary)

## Project Location (continued)

Indicate the byway's regional location within the State. Reference prominent landmarks such as parallel major highways, natural features, counties, or large cities, that makes the byway(s) easy to locate in a road atlas.

The Schoodic byway begins 10 miles east of Ellsworth, Maine on Route 1 at the Hancock-Sullivan Bridge crossing Taunton Bay. The byway continues 8 miles east on Route 1, turning south on Route 186 to Winter Harbor. The byway follows the Acadia National Park Schoodic Loop Road returning to Route 186 and ending at the Village of Prospect Harbor in Gouldsboro, Maine. A map is available on our website [www.schoodicbyway.org](http://www.schoodicbyway.org).

Briefly describe the project location(s) on the byway using references to route numbers, byway gateway communities, project location communities and landmarks so any reviewer can identify the project sites.

This project involves enhancing mapping and interpretive information throughout the byway including the towns of Sullivan, Gouldsboro, Winter Harbor, Maine Public Lands and Acadia National Park. This project bridges to the Blackwoods State Scenic Byway.

## Associated Byways

State	Byway Name
	Blackwoods State Scenic Byway
ME	Schoodic Scenic Byway

Is this project consistent with the Corridor Management Plan(s) for the byway(s) involved?

- Yes  
 No

## Congressional Districts

State	District	Representative
ME	2	Michaud, Michael H.

## Abstract

### Project Description

This project will bring new technology to historic and natural resource conservation, visitor interpretation and recreational opportunities. Two new venues have recently gained attention, a planned 80 mile rail to trail conversion and the state approval of the corridor management plan for the Blackwoods Byway. These venues connect the two byways and greatly enhance the total experience.

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## **Abstract (continued)**

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### **Byway Benefits**

This project benefits the byway traveler by opening up a variety of recreational and educational opportunities. Visitors will have enhanced touring guides and maps, virtual geo-cache challenges and contextual information. Information will be provided through print media, an improved interactive website and interpretive stations.

### **Narrative**

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#### **Project Summary**

##### **\* The Situation \***

The two most popular tourist destinations in Maine are LL Beans in Freeport and Acadia National Park on Mount Desert Island in Hancock County. While tourism has pushed resources to the limit on Mount Desert Island, nearby eastern Hancock County and Washington Counties have continued to experience economic stagnation, declines in population and limited employment opportunities. The scenic and natural resources of downeast Maine are well known, but the extent and variety of opportunities elude most visitors.

##### **\* Trails to Eastern Maine \***

The past two years have witnessed increasing interest in expanding tourism into eastern Hancock County, primarily in the Schoodic and Blackwoods areas and throughout coastal Washington County. The state commissioned two major studies to develop additional concepts and proposals for extending the range of tourist opportunities. One report, prepared by Fermata, Inc. a national ecotourism marketing firm, identifies the potential for expanding thematic trails leading downeast, including the Ice Age trail that highlights the impacts of glaciations on Maine's coast dating back approximately 10,000 years. The second study prepared by consultant David Flanagan for the Governor, also stresses the value of opening thematic corridors, particularly the long considered rail-to-trail conversion of the Calais Branch Rail line. These reports accentuate the importance that the Schoodic and Blackwoods byways can play in drawing visitors east from the Ellsworth-Bar Harbor line, first to these to unique byways then on for another 100 miles of rugged coastline, crystal lakes and small downeast Maine villages.

##### **\* Town-Byway-Park Relations\***

Change is also occurring in the relationship between the Schoodic National Scenic Byway and the National Park Service. Our shared interests are stronger than ever, to promote ecologically sustainable tourism, to connect natural resources with year round economic prosperity and to embrace new technologies in transportation and education that will provide visitors with challenging, educational experiences. The revolution of global positioning systems, geographic information systems and wireless communications provide visitors with unprecedented access to information while on the road.

##### **\* Geo-Cache \***

## Project Summary (continued)

One example of this potential is the adaptation of “geo-caching”, a virtual scavenger hunt using hand held global positioning systems (GPS) to give visitors a chance to come closer, much closer to the natural resources found on our byways. The National Park Service at Acadia National Park and the Maine Bureau of Parks and Lands are looking for environmentally sensitive ways to use geo-caching, not to unearth hidden caches of trinkets, but rather to find subtly located learning opportunities. The Schoodic Byway can support this activity by creating more detailed GPS-informed maps with specific sites of interest, web and brochure based guides and small interpretive signs to reward geo-cachers for their perseverance.

### \* Protecting Natural and Scenic Resources \*

A second purpose for creating more detailed, GIS based asset inventories of the Schoodic Byway is to update our plan for prioritizing and protecting critical resources. All three byway towns are experiencing residential growth, even when populations are not increasing. Many new residences are built for seasonal use or future homes for retirees. Noteworthy scenic vistas are likely to be adversely affected by home and business construction. An updated, GIS-based scenic inventory will provide the Corridor Committee and local governments with information they need to identify policies for protecting community resources.

### \* Steps to Completion \*

This proposal has four major tasks, through each includes an number of sub-tasks.

1. Planning – The corridor committee will work with HCPC, local governments, Acadia National Park, MaineDOT, MaineDOC and other local organizations to identify criteria for identifying significant byway assets.
2. Data collection – perhaps the most enjoyable step. Volunteers will walk, bike or drive the byway in sections armed with hand held global positioning systems (GPS), digital cameras and hand held or laptop computers to mark positions, photograph or video tape significant assets and record observations. During the fall and winter 2005-2006 the process was launched along the Downeast Calais Branch rail corridor in preparation for conversion to a multi-use trail. Four high school students from area towns conducted the ground survey as part of their community service program.
3. The geographic positions, images and notes will be processed using a combination of GIS software (primarily ArcGIS and Google Earth), image processing software and web-site production software (primarily Dreamweaver). The web provides very efficient environment for presenting the asset inventory using maps with hyperlinked-hot spots. Some results from our prototype effort are viewable at [www.sunrisetrail.org](http://www.sunrisetrail.org) in the Maps section.
4. The corridor committee will work with MaineDOT, NPS, MaineDOC and HCPC to design materials that engage visitors in looking closely at byway assets.

## Project Summary (continued)

5. Several deliverable items are anticipated from this project.

- a. Enhanced web site with additional hotspots that link to photographs, visitor information and educational materials.
- b. An improved travel guide that builds on our current brochure.
- c. An improved photo library of scenic, natural resource, historic and cultural assets as well as photo documentation of issues of concern, such as properties likely to be developed, safety hazards and so on.
- d. Geo-cache plan – indicating locations, motivation, hints and interpretive mini-panels. Sites that are ready to go into action will be posted to [www.geocache.com](http://www.geocache.com)
- e. A limited number of interpretive mini-panels measuring approximately 12” \* 9” with appropriate mounting systems.

### Summary

This project take a new look at the assets arrayed along the Schoodic National Scenic Byway and the trails, back roads and waterways that connection this national asset with the Blackwoods State Scenic Byway, the future Downeast Trail and approximately 25,000 acres of public access lands located in the middle. The creative process will engage high school students and area residents in collecting and processing a detailed inventory of assets and issues. Products generated through this initiative include improved interactive web-based mapping (overview map attached), a more robust photo library, an enhanced byway travel guide, information on critical byway resources to inform future protection strategies and several virtual geo-cache sites.

### Byway Traveler

Visitors to the Schoodic Byway are pleased with the new byway brochure, first published in 2005 (attached). This brochure provides a small map, a trip guide based on odometer readings and pictures of several significant historic and scenic locations.

The current web site ([www.schoodicbyway.org](http://www.schoodicbyway.org)) also highlights scenic turnouts, cultural/historic sites and natural resources. The brochure and website are particularly suitable for the segment of visitors that enjoy motor touring, persons interested in cultural heritage and historic architecture. A separate website ([www.blackwoodsbyway.org](http://www.blackwoodsbyway.org)) highlights things to do on the State Scenic Byway. A third website ([www.sunrisetrail.org](http://www.sunrisetrail.org)) provides information on the rail-to-trail conversion and connections to these two eastern Maine byways.

This project will greatly enhance visitor experience in three ways:

- 1) an improved website with more interactive, location specific information,
- 2) an improved travel guide, with a larger map, more specific information about stops along the byway, trail maps, connections between the Schoodic and Blackwoods byways, and so on.
- 3) new activities for visitors, including virtual geo-caches with interpretive mini-signs, way finding games and additional interpretive information.

In addition to these direct benefits, the effort to set priorities for byway preservation, vegetation management, parcel and easement acquisition will be enhanced by careful mapping. Visitors

## Byway Traveler (continued)

come to eastern Maine to get away from homogenous residential and commercial sprawl. There can be no doubt that failure to plan and protect the byways' intrinsic values will ultimately result in a deterioration of the visitor experience.

## Prior Projects

Describe the relationship of this project to previously funded with National Scenic Byways grant projects. In addition, discuss how the proposed work relates to any multi-year work plan byway leaders have developed.

This project builds primarily on three earlier documents we prepared for "seed grants" that help us to implement the 2000 Corridor Management Plan, a 2002 Needs Assessment that identifies our target markets and infrastructure improvement needs, and a 2004 Interpretive Plan that spells out the messages and images that we are constructing to better educated visitors. Implementation of this project will include creating visitor information, enhancing the current brochure that was created with a 2004 byway marketing grant.

This project is tied to all of our infrastructure investments, bringing visitors to each of the improved scenic turnouts and encouraging them to seek specific places at each turnout, such as the glacial striations at Long Cove and the wayfinding kiosk at the Taunton Bay Gateway (where it all begins).

## Project Coordinator

Name James Fisher		
Agency/Group Schoolic Scenic Byway Corridor Management		Title Chairman
E-mail Address jfisher@hcpcme.org		
Phone 207-667-7131		Fax 207-667-2099
Street Address Hancock County Planning Commission 395 State Street		
City Ellsworth	State ME	ZIP 04605

## Work Plan

Milestone/Task	Start Date/ Duration	Responsible Party	Justification
Establish funding agreement with State	AAD*		
Project Planning	AAD + 1 week* 1 month	Jim Fisher, Hancock County Planning Commission	This step follows on several studies that have been completed including the Schoodic Byway Corridor Mangement Plan, the needs assessment and the interpretive plan. The corridor committee will create a detailed workpland setting major goals and objectives, implementation strategies and a timeline for completion.
Detailed Geodetic Resource Mapping	AAD + 2 months* 3 months	Jim Fisher, Hancock County Planning Commission	This step is the core of the data collection and tabulation process. HCPC staff, byway advocates and students from Sumner High School will collaborate on walking the byway and byway side-trips with digital cameras, hand-held global positioning systems and hand held computers to identify and geo-code byway and related assets. Sumner High School students have provided similar assistance for the planned rail to trail conversion for the adjacent Downeast Trail as part of their community service requirement. In addition to two HCPC GPS units, one HCPC and one Schoodic Byway digital camera, and two HCPC laptop computers, Sumner High School will provide one GPS unit and one digital camera for this step.

\* AAD = Actual Award Date (estimated to be July 01, 2006)

## Work Plan (continued)

Milestone/Task	Start Date/ Duration	Responsible Party	Justification
Map Analysis and Web Enhancement	AAD + 4 months* 2 months	Jim Fisher, Hancock County Planning Commission	<p>This stage involves uploading data from field collection, preparing GIS-based maps and interactive web pages. HCPC planners will carry out much of this work, with support from Sumner High School students and byway supporters. HCPC, the Town of Winter Harbor, the Frenchman Bay Conservancy and the National Park Service own various versions of ArcGIS that should be sufficient to complete the mapping task.</p> <p>Three websites will host the interactive maps:  <a href="http://www.shoodicbyway.org">www.shoodicbyway.org</a>  <a href="http://www.blackwoodsbyway.org">www.blackwoodsbyway.org</a>  <a href="http://www.sunrisetrail.org">www.sunrisetrail.org</a></p>
Create Communications Documents and Interpretive Mini-Signs	AAD + 8 months* 3 months	Jim Fisher, Hancock County Planning Commission	<p>This is the final step in the data collection, analysis and production process. In this step the corridor committee will work with HCPC, NPS and Maine Bureau of Parks and Lands to develop communications pieces for visitors. These documents minimally will include an enhanced visitor guide, several interpretive mini-signs measuring approximately 9" * 12" and geocache challenge brochures.</p>

\* AAD = Actual Award Date (estimated to be July 01, 2006)



## Budget

### Cost Breakdown

Description	Total Cost	Requested	Match
Project Planning and Administration	\$2,000	\$1,600	\$400
Data collection field work	\$4,000	\$3,200	\$800
Map analysis and Web Site	\$2,000	\$1,600	\$400
Visitor Guide and GeoCache Design	\$3,000	\$2,400	\$600
Production of Mini-Signs	\$4,000	\$3,200	\$800
Production of Visitor Guide	\$3,000	\$2,400	\$600
<b>Totals</b>	<b>\$18,000</b>	<b>\$14,400</b>	<b>\$3,600</b>

### Matching Funds

Source	Type	Description	Amount
Maine Department of Transportation	Cash		\$3,600
<b>Totals</b>			<b>\$3,600</b>

### Funding Allocation

Do the byways involved in the project cross any Federal Lands? (Check all that apply)

- Bureau of Indian Affairs
- Bureau of Land Management
- Fish and Wildlife Service
- National Park Service
- USDA Forest Service

If this project is selected for funding, please indicate your preference for carrying out the project (check one):

- FHWA allocates the funds for the project to the State DOT
- FHWA allocates the funds for the project to one of the Federal Land Management agencies marked above (provide contact information below)
- FHWA allocates the funds for the project to an Indian tribe or tribal government (provide contact information below)

## Funding Allocation (continued)

If funding should be allocated to a Federal land management agency or Indian tribal organization, please provide contact information for that organization:

Name		
Agency/Group		Title
E-mail Address		
Phone		Fax
Street Address		
City	State	ZIP



## Application Checklist

The following statements are for informative purposes. Please read and check each statement.

- I understand that this is a reimbursement program - funds are not available up-front.
- I have reviewed and responded to the Complete Application statements as outlined in the Grants Guidance.
- I have been in touch with the State scenic byway coordinator and have responded to recommendations or requirements of the State.
- I have verified with the State byway coordinator that this proposed project can receive authorization to proceed from the State and FHWA division before the end of FY 2006.

## Attachments

List all of the attachments to your application here.

-  **Area Map**  
This map helps to illustrate the connections between the Schoodic National Scenic Byway, the Blackwoods State Scenic Byway and the Downeast Sunrise Rail-Trail. Not shown are the numerous trails and waterways that will also be mapped in this project.  
[sb1sb182detrailmap.jpg](#) (JPEG Image; 386,384 bytes)
-  **2005 Schoodic Byway Brochure - Page 1**  
This brochure illustrates our first effort to build map data into a brochure. This proposed mapping process will have greater detail and functionality.  
[sb1brochure1.JPG](#) (JPEG Image; 200,976 bytes)

**2005 Schoodic Byway Brochure - Page 2**

See page one explanation.

[sb1brochure2.JPG](#) (JPEG Image; 244,600 bytes)

**Sample Small Interpretive Sign**

This is an attractive sample of a small interpretive sign from the pacific northwest that would be a geo-cacher's reward, located in an accessible location near to a real life example.

[givingtree.jpg](#) (JPEG Image; 75,678 bytes)

## Signatures

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### Application Completeness

I certify that this application is complete and correct, and is eligible for National Scenic Byways funding.

Please print name:	Title
Signature	Date

### Matching Funds Certification

I certify that the matching funds for this project are available for use at the time of application.

Please print name: Robert LaRoche	Title Maine State Scenic Byway Coordinator
Signature	Date