

<p><u>Iowa DOT Byways Program Core Activities</u> https://iowadot.gov/iowasbyways/iowas-byways-home</p> <ul style="list-style-type: none"> • Byways Program <ul style="list-style-type: none"> ○ Planning ○ Rules Iowa Code 132 ○ Iowa Byways Advisory Council Leadership (see column 4 >>) ○ Program Manual & eval. mobile app ○ Signing Manual ○ Web site ○ Activities and contracts • Byway Inventory <ul style="list-style-type: none"> ○ Designation process with Evaluation ○ Development ○ Sustainability ○ Permanent files and digital records • Byway Signing <ul style="list-style-type: none"> ○ Design ○ Fabrication ○ Installation and agreements ○ Replacement inventory and distribution • Iowa Byways Brand <ul style="list-style-type: none"> ○ Brand development and registration ○ Byway Brand registration and guidelines ○ Protection and use • Byway Promotion <ul style="list-style-type: none"> ○ Travel Guides – Budgeted printing ○ Rack Cards ○ Free Posters ○ Other materials and events ○ Web support ○ Scenic Route Café/ other specialty sites • Byway funded contracts <ul style="list-style-type: none"> ○ Byway Development (2) ○ Corridor Management Plans (11 done) ○ Sustainability / Support Contracts (11) • Mississippi River Parkway Commission (MRPC) <ul style="list-style-type: none"> ○ Administrative Support for public meetings and finance ○ Attend 10-state Meetings-Transportation Committee member ○ Tear sheets, banner, report repro, etc. ○ MRPC Association ○ CMP Implementation ○ Development assistance as requested • Byways of Iowa Foundation (BIF) and Byways of Iowa Coalition (BIC) ex-officio member activities 	<p><u>Other Byways Support in Systems Planning</u></p> <ul style="list-style-type: none"> • Iowa Transportation Map • GIS assistance- Systems Planning Cartography • LiDAR view-scape digital records repository • Statewide Plan / Iowa Byways Strategic Plan • Planning and scenic route protection <p><u>Other Iowa DOT Roles</u></p> <p><u>Performance and Technology and Communications:</u></p> <ul style="list-style-type: none"> • Brand protection assistance • Design and editing • Travel Guide, Rack Cards and other promotional items (banners) • Internal printing • Web and graphics assistance • Support teleconference or web meetings • Support the MRPC / GRR graphics needs <p><u>Highway Division – Systems Operations</u></p> <p><u>Traffic and Safety</u></p> <ul style="list-style-type: none"> • Traffic <ul style="list-style-type: none"> ○ Byway Signing Manual ○ Signing design assistance ○ Signing installation plans ○ Signing inventory and GIS mobile application • Advertising Management <ul style="list-style-type: none"> ○ Byway route protection <p>○ TODS and other signing Right of Way</p> <ul style="list-style-type: none"> • Scenic Easement Acquisition and inventory <p><u>Maintenance</u></p> <ul style="list-style-type: none"> • Signing Inventory and I-Pad +tech help • Sign installation • Sign replacement assistance • Scenic easement care <p><u>Office of Right of Way</u></p> <ul style="list-style-type: none"> • Scenic easement management <p><u>Project Delivery</u></p> <ul style="list-style-type: none"> • Roadside vegetation management • Location and Environment <p><u>Districts</u></p> <ul style="list-style-type: none"> • Planning engagement, • Local jurisdiction communications • Road use and protection • Destination signing and roadside management <p><u>Location and Environment (OLE)- Protection</u></p>	<p><u>Funding Categories</u></p> <ul style="list-style-type: none"> • Designation process • Development <ul style="list-style-type: none"> ○ Contracts with 2 organizations • Corridor Management Planning (CMP) • Corridor Management Implementation (CMI) • Sustainability Activities PH 4 <ul style="list-style-type: none"> ○ Contracts with each of 10 byways with a total of 5 organizations • Collaboration and cross-promotion • Statewide Projects • Training • Promotion / marketing • Grant development and matching (varies) • Economic Development • Interpretation, photos, GIS, LiDAR, video • Signs and assets inventory <p><u>Iowa Byways Products</u></p> <ul style="list-style-type: none"> • Potential brand items for sale <p><u>Pending Projects</u></p> <ul style="list-style-type: none"> • Sharepoint online server structure • Interpretive Master Plan Implementation • Overlook Design/Planning Support • State Fair • New Travel Guide Design • Revised Budget Development • New Byway development • DOT signing policy definition and process with other DOT Divisions redefined <ul style="list-style-type: none"> ○ Design plans and local cooperation ○ Fabrication ○ Materials from DOT warehouse ○ Distribution • Sign inventory merger @DOT and future planning • Iowa Byways Program Definition and Strategic Plan • 2016 Extension applications • Iowa Byways Advisory Council • Google Maps GIS layer/embedded maps/KMZ submission <ul style="list-style-type: none"> • Byway and attraction wayfinding <p><u>Regional / National Groups</u></p> <ul style="list-style-type: none"> • Heartland Byways Conference • FHWA • National Scenic Byways Foundation (Participation and membership) 	<p><u>IOWA BYWAYS ADVISORY COUNCIL</u></p> <hr/> <p><u>PARTNER AGENCIES</u></p> <p><u>Iowa Economic Development/ Travel Iowa</u></p> <ul style="list-style-type: none"> • Economic Development Programs & Grants • Travel Iowa Byways web host www.iowabyways.org <ul style="list-style-type: none"> ○ Web Site Economic Impact stats ○ Web traffic ○ Training ○ Marketing partnerships ○ Stakeholder events ○ Annual Conference ○ Grants ○ Byway application evaluation <hr/> <p><u>Cultural Affairs</u></p> <ul style="list-style-type: none"> • Iowa Culture App http://iowacultureapp.com/ <ul style="list-style-type: none"> ○ Inventory ○ App promotions • Consultation and local collaboration • Grants • Drop-In program • Byway application evaluation <hr/> <p><u>Iowa DNR http://www.iowadnr.gov/</u></p> <ul style="list-style-type: none"> • Local collaboration • Parks and traveler camp registration • Conservation and recreation tools • Parks to People Program • Iowa Outdoors advertising \$750/issue • Scenic Easement acquisition • Grants • Byway application evaluation <hr/> <p><u>OTHER PARTNER ORGANIZATIONS</u></p> <ul style="list-style-type: none"> • Travel Federation of Iowa • 3 Regional CVB Organizations • CVBs and Chambers • Resource Conservation and Development (RC&D's non-profits) • County Conservation Boards • Local government • MPO and RPA • MRPC/MRC • Other Mississippi Groups • Trails, Parks, etc
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<p><u>Chapter 132 Revised by Legislature 2017</u></p> <p>The Iowa Byways Program is “intended to both:</p> <ul style="list-style-type: none"> • Preserve the state’s scenic, natural and historic resources and to • Support economic development through travel and tourism <p><u>2020 Next in 4-year designation cycle</u></p> <p><u>Historic Road Preservation-</u> not programmed</p> <p><u>Public Access to view-shed areas</u></p>	<p><u>New Byways -> Developed Byways</u></p> <ul style="list-style-type: none"> • Develop the brand and integrate into the Iowa System • Develop fiscal organization • Signing • CMP Plan • Photos, LiDAR, etc. • CMP Implementation • Interpretation and wayfinding 	<p><u>Sustainability Program</u></p> <ul style="list-style-type: none"> • Keep local organizations/efforts strong • Collaboration • Preserve= CMP development and implementation. • Moving from CMP to CMI ongoing • Maintain DOT and existing byways framework of resources for the Iowa Byways brand • Cultivate support from Partner Agencies • Sustainability through collaboration and networking • Develop local operating expense support and local project funding 	<p><u>Pending \$\$ Discussion / Clarifications:</u></p> <ul style="list-style-type: none"> • Conferences and training for networking and continuing sustaining competency in changing times. <ul style="list-style-type: none"> ○ Training \$\$ per year/ per contract? ○ Networking with tourism/ related agencies’ events? • Annual print allowance for new items first run? • Lobbying to legislators • Reporting to DOT Commission • Participating in BIC and BIF <ul style="list-style-type: none"> ○ Time as an officer? • Participation <i>requirements</i>? • Lincoln- State and National association costs? • Jefferson National
<p><u>DOT Iowa Byways Framework</u></p> <ul style="list-style-type: none"> • Brand and associated products/ support • GIS • LiDar repository and consultation • Photos • Interpretation • Interpretive Master Plans repository • Sign installs and replacement • Resource library and templates • CMP repository • DOT relationship with BIF and BIC 	<p><u>Categories</u></p> <p>Scenic or Scenic and Heritage</p> <p>Heritage Byways:</p> <ul style="list-style-type: none"> • Lincoln • Jefferson 	<p><u>Addendums for special projects?</u></p> <ul style="list-style-type: none"> • Not until scoped and developed • Two categories/ scales? • Hosting a regional Byways event • Hosting a Lincoln/Jefferson event • Culture App partnership? • Parks partnership? 	<p><u>Seed Grants proposed for program</u></p> <ul style="list-style-type: none"> • Scenic preservation / overlooks planning/ land acquisition • Wayfinding signing plans • Interpretation implementation of the statewide plan

<p>TASKS IDENTIFIED BY LOCAL BYWAY STAFF/ SUSTAINABILITY</p>			
<p>FACILITATION</p> <ul style="list-style-type: none"> Meet with byway councils quarterly Facilitate an annual stakeholder meeting Participate in quarterly statewide byway meetings Participate in monthly statewide conference calls 	<p>AWARENESS</p> <ul style="list-style-type: none"> Meet with byway boards/councils regularly (quarterly) Facilitate an annual stakeholder meeting Educate local legislators about the byways Present to Iowa DOT Commissioners when they are in each byway's area Present to local service groups and partners 	<p>REPORTING & MEETINGS</p> <ul style="list-style-type: none"> Complete quarterly and annual reporting requirements as directed by the Iowa DOT Attend bi-annual in-person byway meetings in Central Iowa Participate in monthly conference 	<p>INTERPRETIVE MASTER PLAN IMPLEMENTATION</p> <ul style="list-style-type: none"> Facilitate the implementation of the Iowa Byways Interpretive Master Plan <p>CORRIDOR MANAGEMENT PLAN IMPLEMENTATION</p> <ul style="list-style-type: none"> Facilitate the implementation of the Byway's Corridor Management Plan Assist byway stakeholder organizations in preparing grants for byway-related events and projects
<p>SPECIAL PROJECTS</p> <ul style="list-style-type: none"> Iowa Valley Scenic Byway Audio Tour – Expand community and site participation to represent the byway at a high level of excellence, develop local resources to support the tour, manage online platform, promote and market tour, develop a tool kit for other byway coordinators. Updated photography sets for 6 byways (2 byways each year) including Iowa Valley Scenic Byway, Historic Hills Scenic Byway (including the new extension), Grant Woods Scenic Byway, River Bluffs Scenic Byway, Driftless Scenic Byway (including the new extension), Lincoln Highway Heritage Byway (Eastern half). Share photo sets with the Iowa DOT, local byway coordinators, and state Travel Iowa office. 	<p>EDUCATION AND OUTREACH</p> <ul style="list-style-type: none"> Educate local legislators about the byways by attending local legislative events, distribute brochures and newsletters Present to Iowa DOT Commissioners when they are in western Iowa Collaborate on providing a Iowa Byway's presence at the Iowa State Fair Present to local service groups and partners to promote, cultivate partnerships and secure funding for local projects along the byway calls 	<p>ECONOMIC DEVELOPMENT</p> <ul style="list-style-type: none"> Develop, design, produce, and distribute byway print publications Maintain and improve the byway's online presence, including Travel Iowa blog, website updates and social media promotion Obtain updated photography for the byway, focusing on bicycle and agritourism opportunities Meet with community partners and organizations to foster byway-related economic development 	<p>INTEGRATION AND COLLABORATION</p> <p>Work with state agency contacts to combine and improve efforts:</p> <ul style="list-style-type: none"> Iowa Department of Natural Resources Iowa Department of Cultural Affairs Iowa Economic Development Agency Work with the Byways of Iowa Coalition to support statewide and individual projects Support/Mentor new byways and extensions Work with local/regional/national organizations in the byway's corridor Work with local RPAs/MPOs to explore collaborative opportunities and access TAP funding Explore collaborative opportunities with programs related to byway work
<p>PLAN IMPLEMENTATION</p> <p>Facilitate the implementation of each Byway's Corridor Management Plan and Interpretive Master Plan</p> <ul style="list-style-type: none"> Priority CMP and IMP projects: Coordinate funding and partnerships to design and implement wayside exhibits and interpretive panels/kiosks at sites designated through the Interpretive Master Plan, with a goal of completing three per year Redevelop brochure and create companion marketing components Develop bike tourism opportunities along the byway, including marketing and promotion, events and partnerships with county trails and recreation groups. Develop county partnerships to promote roadside vegetation initiatives and assist counties with establishing implementation goals and connecting with IRVM resources 	<p>SPECIAL AND/OR STATEWIDE PROJECT</p> <ul style="list-style-type: none"> Develop and design at least 1 information hub using recommendations from the RBSB Interpretive Master Plan. This will include 1) project management coordination, 2) completing a final hub design, 3) the selection of materials and fabricators needed for hub and panel development, 4) photography and content creation, 5) cartography, 6) designing of final thematic cut-out graphics and 7) completing layout and design for all associated 2-4 interpretive panels. All information as it relates to design templates, types of material used and fabricators selected will be shared with each Iowa Scenic Byway Coordinator to ensure that all Byway 	<p>LEVERAGE RESOURCES</p> <ul style="list-style-type: none"> Whenever possible, utilize Iowa DOT funding to secure federal and local funding that expands the capacity of the byway program and/or the byway coordinator's capacity to implement byway-related projects Attend quarterly in-person statewide byway meetings Participate in monthly statewide byway conference calls 	<p>SUSTAINING RESOURCES</p> <ul style="list-style-type: none"> Monitor annual IEDA visitor surveys through the Travel Iowa annual Welcome Center Surveys Develop and distributed surveys on the byway to compile and maintain economic impact data Maintain updated LiDar and GIS data for the byway Attend relevant conferences and events to maintain updated knowledge and technical expertise, such as the Western Iowa Tourism Region's quarterly meetings and the annual Iowa Tourism conference; Heartland Byways Conference Complete signage inventories as directed by the Iowa DOT

