

Implementation Plan: Goals and Actions

A. Economic & Community Development – Goals, Objectives, & Actions

Goal #1: Strengthen and diversify the economy by enhancing sustainable tourism activities and creating opportunities for local businesses and producers to expand their markets, increase revenues, and maintain community centers as desirable destinations.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Support the promotion and development of local businesses that offer services to enhance the travelers experience in and along the Black River.	2-5 yrs.	Assistance may take the form of business planning, marketing assistance, workshops, and regional promotion efforts.	Small Business Development Center (SBDC), Chambers of Commerce, county economic development agencies, and Tourism Promotion Agencies (TPAs).
b.	Develop a comprehensive marketing plan that focuses specifically on the promotion of the Black River and how to connect that marketing effort into promotion of the Scenic Byway.	2-5 yrs.		SBDC, Chambers of Commerce, Economic Development organizations, Adirondack North Country Association (ANCA), and TPAs.
c.	Create a directory/brochure of locations where Black River tourism opportunities exist for byway travelers.	<2 yrs.	Locations include: <ul style="list-style-type: none"> • Fishing Access • Boat Launches • Scenic Overlooks • Canoe/Boat Rentals • Camping • Bird Watching • Historic Sites 	SBDC, Chambers of Commerce, TPAs, Economic Development organizations, Historical Societies, and ANCA.
d.	Develop and promote tourism packages for accommodations and activities along the Black River.	<2 yrs.	Examples include a campsite and canoe rental package, hotel room and white water rafting, bird watching and dinner.	Same as above.

Goal #2: Encourage the development of hospitality businesses along the Black River.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Support the promotion and development of hotels, motels, bed and breakfasts, camping, and restaurants along the Black River.	2-5 yrs.		ANCA, SBDC, Chambers of Commerce, and economic development agencies.
b.	Promote tourism activities that are available along the byway four-seasons.	2-5 yrs.	Activities include: <ul style="list-style-type: none"> • Snowshoeing • Cross-Country Skiing • Bird Watching 	Same as above.

			<ul style="list-style-type: none"> • Maple Production • Antique Shows 	
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Goal #3: Support business activity that addresses gaps in goods or services that cater to visitors' and residents' needs.

a.	Work with lodging owners to provide an aid package and strategies that enable them to maintain their properties and stay in business.	2-5 yrs.	Possible funding through Governor's Office for Small Cities (Hamilton Co. has had success through this program). NYSERDA provides Energy Audits and rebates for energy conservation measures.	Chambers of Commerce, private and local businesses, local and county economic development agencies, SBDC, Office for Community Renewal (OCR), and New York State Energy and Research Development Authority (NYSERDA).
b.	Identify gaps in tourist-oriented goods and services. <ul style="list-style-type: none"> • Provide financial incentives for businesses & entrepreneurs to address those gaps. • Provide technical assistance and workshop training to help existing businesses address these gaps by diversifying or expanding their current offerings. 	2-5 yrs.		Chambers of Commerce, TPAs, local and county economic development agencies, and Empire State Development (ESD).
c.	Provide and coordinate website links that help businesses to better reach the tourist market.	<2 yrs.		ANCA, TPAs, Chambers of Commerce, and local businesses.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
d.	Encourage the development of recreation businesses that will offer new experiences to tourists, particularly those related to the Black River and byway themes.	2-5 yrs.	Examples include boat livery, tackle shops, sporting goods, and boat rentals.	Chambers of Commerce, TPAs, local and county economic development agencies, and ESD.

Goal #4: Revitalize and focus growth and development in Central Business Districts through Main Street Revitalization planning and programs.

a.	Plan for enhanced streetscapes, facades, commercial districts, village greens, and historic structures in village & hamlet centers throughout the region. For byway travelers, the condition of these population and service centers significantly impact the quality of the traveler's experience and his/her overall impression of the region.	2-5 yrs.	<ul style="list-style-type: none"> • The potential exists for business district improvements in the communities of Rome, Boonville, Port Leyden, Lyons Falls, Lowville, Carthage, West Carthage, Herrings, Deferiet, Great Bend, Felts Mills, Black River, Watertown, Glen Park, Brownville, and Dexter. • Downtown improvement projects are already underway in some fashion in Rome, Boonville, Lowville, Carthage, West Carthage, Black River, and Watertown. • DOT planning streetscape work through Lowville in 2009. 	<u>Local partners:</u> Village/City boards, Chambers of Commerce, economic development agencies, and business associations. <u>State-level partners and/or funding programs:</u> New York State Department of Transportation (DOT) (streetscape design/construction, funding through Transportation Enhancements Program), OCR (NY Main Street Program, Community Development Block Grant Program and Technical Assistance Strategic Planning Grants), and New York State Department of State (DOS) (Quality Communities grant program and Local Waterfront Revitalization
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			<ul style="list-style-type: none">• DOT planning streetscape work in Watertown in 2008.	Program).
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	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
b.	Work with the City of Rome to implement the Rome Main Street Corridor Plan.	2-5 yrs.	This plan includes revitalization of E. Dominic Street to draw people to that area which is adjacent to the waterfront area. The plan will promote a long-term, coordinated program of public and private investment in streetscape environment.	City of Rome and ANCA.
c.	Review and wherever possible support the implementation of the Rome Central Business District Project.	2-5 yrs.	This project involves reconstruction of the terminus of Rts. 46, 49, & 69. Project began in 2005.	Same as above.
d.	Conduct Educational outreach to inform shop owners about visitor desirability for outlets featuring local products. Encourage use of byway themes in their marketing.	<2 yrs. to 2-5 yrs.		Chambers of Commerce, SBDC, and business owners.
e.	Utilize special events (farmers markets, festivals, etc.) to increase downtown activity and support foot traffic in the business districts.	<2 years	Also see "Tourism Implementation Plan" for more info. on events	Chambers of Commerce and event organizers.
f.	Develop self-guided historic walking tour program in downtowns with brochures, photo displays, & interpretation.	<2 yrs.		Historians, historical societies, and Chambers of Commerce.

Goal #5: Enhance the rural and historic character of byway communities to support the quality of life and desirability of place.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Work with local historic interests to inventory, assess, and nominate historic sites or historic districts for the State and National Registers of Historic Places.	<2 yrs.	Listing on the register allows non-profits access to historic preservation grants through the Environmental Protection Fund. Historic district listing strengthens applications for funding to support Main Street revitalization projects.	Planning offices, historical society, town or village boards, and local historians. Technical assistance available through Office of Parks, Recreation, and Historic Preservation's (OPRHP) State Historic Preservation Office.

b.	Local Governments may consider participation in Certified Local Government Program (historic preservation).	2-5 yrs.	Allows access to CLG program funding, but requires local historic preservation law and higher level of local control than some municipalities are comfortable with.	Same as above. More program information available at http://www.nysparks.com/shpo/certified/index.htm .
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Goal #6: Promote the tourism industry as an economic stimulus.

a.	Work with local government, regional planners, business owners, and other interested stakeholders to educate them on the direct impact of tourism spending in communities and how the Byway Program increases visitation throughout communities.	Ongoing.	Distribute information via e-mail announcements, byway partners to make presentations at public meetings for related projects.	Chambers of Commerce, TPAs, ANCA, county economic development agencies, and ESD.
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B. Tourism Development, Marketing, & Promotion – Goals, Objectives, & Actions

Goal #1: Promote and encourage tourism commerce and communication between byway communities in order to strengthen marketing efforts.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Support state legislation that renames the Lowville-to-Ogdensburg Scenic Byway along NYS Route 812 as the “Maple Traditions Scenic Byway” (MTSB).	<2 yrs.	This name better reflects the character and image of the route; is a theme to which the byway communities along this route can relate; and provides a more coherent image for marketing purposes.	All byway communities and stakeholders, ANCA, DOT, and State Legislature.
b.	Support state legislation that extends the Black River Scenic Byway along the remainder of the Black River from Lowville to Dexter.	<2 yrs.	This will allow for a more cohesive byway experience, as travelers will be able to go along the entire length of the Black River. It is also more consistent with the history of the Black River Canal, which ran from Rome to Carthage.	Same as above.
c.	Adopt a river/water logo as the official logo for the Black River Scenic Byway.	<2 yrs.	A river or water logo will more accurately reflect the Black River Byway theme than the current maple leaf logo.	ANCA, DOT, and stakeholder marketing team.
d.	Establish a stakeholder marketing team to develop strategies and to coordinate marketing and promotion. Coordinate marketing of the Scenic Byway with that of the Black River Blueway Trail.	<2 yrs.		TPAs, Local Action Committees (LACs), Chambers of Commerce, ANCA, and byway stakeholders.
e.	The Black River Scenic Byway committee should periodically distribute a byway newsletter or “update” to byway stakeholders.	<2 yrs.	Could be as simple as a periodic email or establishment of a list-serve.	TPAs, Chambers of Commerce, byway communities, and private and non-profit stakeholders.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
f.	Encourage use of byway themes to enhance byway marketing and business promotion opportunities.	<2 years	Themes follow the Black Rivers four distinct segments: the historic Black River Canal from Rome to Boonville, the wild and primitive waterway from Boonville to Lyon's Falls, the flat water area from Lyons Falls to Carthage, and the white water segment from Carthage to Dexter.	ANCA, Black River Trail Scenic Byway Committee, Chambers of Commerce, TPAs, and historians.
g.	Encourage collaboration amongst Chambers of Commerce and tourism promotion agencies to work on Black River Scenic Byway promotional efforts. Encourage byway municipalities to participate in finance of advertising.	<2 years		TPAs, Chambers of Commerce, and byway municipalities.
h.	Work with ANCA to support and participate in the overall development and promotion of the scenic byway system.	<2 yrs.	The proposed Black River Scenic Byway will overlap with the existing Olympic Trail Scenic Byway and will intersect with the Central Adirondack Trail.	TPAs, Chambers of Commerce, all byway stakeholders, and ANCA.

Goal #2: Improve the availability of basic tourist information.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	At a minimum, byway lodging establishments should consider participating in an online “lodging availability” system, even if they do not want to do online reservations. (Note: It is not necessary for establishments to have their own website in order to participate in such a service.)	<2 yrs.	<ul style="list-style-type: none"> • Would require a TPA or other regional entity to host the site. • Thousand Islands International Council is investigating such a system in neighboring Jefferson County. • Service enhances the tourist experience by saving them time calling establishments that might be already booked. 	Commercial lodging establishments, TPAs, and Chambers of Commerce.
b.	Provide training and/or technical assistance to lodging facilities for maximizing use of computers to provide availability info. and, if desired, to utilize online reservations. Training and technical assistance should also be provided in the design of attractive websites.	<2 yrs.	Many sites are not user friendly and/or could use better graphics or photographs to project a better quality image.	Jefferson Community College, TPAs, Chambers of Commerce, and SBDC.
c.	Establish tourist information centers or kiosk in each community and at major crossroads locations to provide useful wayfinding information to tourists. Coordinate with goal 2(d) below.	<2 to 2-5 yrs.	These should follow the recommendations in the Blueway Trail Plan for the establishment of gateway communities. Could be established at picnic/rest areas, in village centers, or at gas stations along the route (may help draw more business for stations).	Municipalities, Chambers of Commerce, TPAs, and local business partners.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
d.	Develop picnic/rest areas with comfort stations along byway stretches with no other services. Coordinate with goal 2(c) above.	2-5 yrs.	<ul style="list-style-type: none"> • Opportunity to provide tourist info. • Provides travelers a place to stop, stretch their legs, enjoy a view, and relieve themselves. • Picnic areas might be established and maintained by service stations/ convenience stores to increase patronage. 	Municipalities, Chambers of Commerce and TPAs.
e.	Offer hospitality training for owners and frontline staff of byway venues, facilities, shops, gas stations, etc. on how their customer interactions contribute to the overall tourist experience and, ultimately, to their business revenues.	<2 yrs.		TPAs and Chambers of Commerce.
f.	Develop website capacity to provide centralized information on byway resources, attractions, services, and events.	<2 yrs.		TPAs, Chambers of Commerce, and ANCA.

Goal #3: Develop theme-based packages and tourism guides to enhance the byway experience and extend visitor stays.

a.	Develop a byway brochure featuring the region, its resources, and the byway experience.	<2 yrs.	Include byway map and website links for more information and custom itineraries.	ANCA, DOT, Chambers of Commerce, Historians, and other stakeholders.
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	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
b.	Develop a “Byway Buffet” guide, or similarly themed brochure, identifying retail outlets for purchasing locally made craft or food products and/or guide to dining establishments featuring regional foods.	<2 yrs.	Capitalizes on food as a major people draw and on growing trends for people to take a greater interest in knowing where their food comes from. Could include recipes featuring maple products, cheese, meats, and other local food products. Revisit and expand upon 2002’s “New York State ‘a la carte’” promotion with Motel 6 personality Tom Bodette.	Chambers of Commerce, TPAs, food producers, eating establishments, county farm bureaus, Cooperative Extension, producers associations, ANCA, and NYS Agriculture and Markets.
c.	Develop a byway antiques guide and complementary event.	<2 yrs.	<ul style="list-style-type: none"> • Raise awareness through an annual “Byway Antiques sale” as a multi-day event. • Could incorporate an “Antiques Road Show” type appraisal event. 	Chambers of Commerce, TPAs, and antique shop owners.
d.	Develop local history guide(s).	<2 yrs.	Historical themes: local culture, military, agriculture, mining, CCC camps, and railroads.	Local historians, historical societies, museums, and TPAs.
e.	Develop outdoor recreation guide(s) and suggested itineraries.	<2 yrs.	<ul style="list-style-type: none"> • Available recreation activities identified in recreation narrative. • Be creative—i.e. develop bicycle route highlighting local history or area farms. • Develop guide to bird watching areas. 	Chambers of Commerce, TPAs, historical community, bicycle clubs, New York State Department of Environmental Conservation (DEC), Sportsmen’s organizations, bird clubs, local chapters of the Adirondack Mountain Club.
	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
f.	Create “rainy day” guide or package for rainy days in summer and inclement winter weather or thaws.	<2 yrs.	Alleviates disappointment when weather does not cooperate with visitors’ plans to enjoy the outdoors. Provides an incentive for longer stays or return visits.	Chambers of Commerce, TPAs, public and private attractions, and businesses.

Goal #4: Support the development and promotion of year round special events in byway communities to encourage new, repeat and extended visitation.

a.	Coordinate a four-season events calendar.	<2 yrs.		Chambers of Commerce, TPAs, and event organizers.
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b.	Encourage the continuation and creation of events that capitalize on and highlight byway themes.	<2 yrs.	Canoedeos, white water races, Tourathons, dog sled races, kayak events, fishing derbies, antique festivals, and bicycle & running events.	Chambers of Commerce, TPAs, and event sponsors/organizers.
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Goal #5: Educate community leaders on how to connect with likely tourism markets and encourage visitation to communities throughout the route.

a.	Work with involved partners and engage services of marketing consultant to develop specific planning strategies.	<2 yrs.		TPAs, Chambers of Commerce, ANCA, Tug Hill Commission (THC), and local businesses.
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Goal #6: Educate business owners and frontline staff on methods to improve the byway experience for visitors.

a.	Conduct workshops, share electronic communications, and sharing of best practices.	2-5 yrs.		TPAs, Chambers of Commerce, ANCA, THC, local businesses, and other interested partners.
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Goal #7: Improve the availability of comfort facilities to enhance the visitor experience.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Develop comfort stations along byway stretches with no other services or facilities	2-5 yrs.	Visitors can take more time to enjoy remote rural resources (thereby encouraging repeat and extended visits) if they do not need to rush down the road for the next available comfort station.	Municipalities, Chambers of Commerce, TPAs, DOT (for DOT ROW locations), and DEC (for state forest land locations).
b.	Clearly mark those facilities and businesses that allow visitor use of bathroom facilities.	<2 yrs.	This will minimize the need to invest limited public dollars and encourage greater patronage and sales at those businesses allowing such use.	Chambers of Commerce and TPAs.
c.	Develop picnic/rest areas with comfort stations along byway stretches with no other services.	2-5 yrs.	Opportunity to provide tourist information Provides travelers with a place to stop, stretch their legs, enjoy a view, and use bathroom facilities. Picnic areas must be established and maintained by service stations/convenience stores to increase patronage.	Municipalities, Chambers of Commerce, and TPAs.

C. Recreation – Goals, Objectives, & Actions

Goal #1: Enhance and promote existing recreational opportunities

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Support the implementation of current planning efforts.	Ongoing	Downtown development planning is underway in a number of communities including (Villages of Lowville, Black River and Watertown). The Villages of Carthage and West Carthage completing a Waterfront Development Plan. LWRPs for the Villages of Dexter and City of Watertown. Particular projects identified include improvements to byway resources in Fish Island, Lyons Falls, and Forestport. Also debris hazards (as identified in Army Corp. of Engineers Navigational Study) are being removed in various locations along the Black River.	Municipalities, DOS, DEC, and TPAs.
b.	Work with agencies to improve parking and access at sites for hikers, canoeists, kayakers, cyclists, fishermen, and other recreationists.	2-5 yrs.	<ul style="list-style-type: none"> Sites to be named following thorough inventory and assessment of conditions. 	DEC, counties, and recreational-oriented clubs and organizations.
c.	Promote greater awareness of existing recreational opportunities through brochures, signage, and website links.	<2 yrs.		TPAs, Chambers of Commerce, ANCA, and recreation groups.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
d.	Explore the possibility of creating land and water trail linkages between existing trail systems (motorized and non-motorized).	2-5 yrs.	The Black River Blueway Trail Plan calls for the creation of a continuous trail along the entire length of the Black River. A proposed route for this trail is also identified in the Plan. Black River recreational trail plans to extend to Great Bend.	Trail organizations, DEC, counties, and municipalities.

Goal #2: Create additional recreational opportunities that extend visitor stays or encourage repeat visits to the region.

a.	Facilitate the development of camping opportunities.	2-5 yrs.	To include improvements to existing facilities as well as the creation of new facilities. See Blueway Trail Master Plan for identified locations for both developed as well as primitive camping sites.	Municipalities, property owners, private business owners, SBDC, Chambers of Commerce, county economic development agencies, and TPAs.
b.	Support pedestrian/bicycle use of railroad corridors as rails- with-trails or rails-to-trails as opportunities arise.	2-5 yrs.	Village of Lowville has received Transportation Enhancement Program grant to purchase village portion of RXR and convert to trail usage. County or other entity may acquire corridor segment(s) outside village.	DOT, Village of Lowville, Town of Lowville, Lewis County, local snowmobile club(s), and People for the Advancement of Culture & Recreation (PARC).
c.	Support the implementation of the City of Rome Family Recreation Campus, located south of East Dominick Street, east of Mill Street along the Canal and Mohawk River.	2-5 yrs.	This plan will include two sheets of ice, two indoor soccer fields, community events and meeting space, two outdoor soccer fields, picnic pavilion, basketball courts, playground, tot lot, multi-use trail, riverside amphitheater, themed restaurant.	City of Rome.
	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
d.	Support and promote existing snowmobile trails.	2-5 yrs.+	Encourages year-round tourism activities.	Chambers of Commerce and snowmobile clubs.
e.	Support the development of new public river access points.	2-5 yrs.	For boating/paddling access, fishing access and scenic views. See attached Blueway Trail Master Plan.	Municipalities, property owners, private business owners, Chambers of Commerce, county economic development agencies, TPAs, and recreational clubs.
f.	Promote the Black River Canal Museum in the Village of Boonville.	<2 yrs.		Black River Canal Museum, Boonville Chamber of Commerce, and Village of Boonville.

Goal #3: Maintain recreation sites and trails and explore opportunities to improve linkages.

a.	Engage recreation groups in discussions to evaluate specific needs and opportunities.	2-5 yrs.		Trail organizations, recreational-oriented clubs and organizations, DEC, and municipalities.
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D. Signage & Interpretation – Goals, Objectives, & Actions

Goal #1: Enhance wayfinding and strengthen byway identity through an effective directional signage program.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Utilize an effective byway logo (river/water) on all directional signage along the byway.	2-5 yrs.	Logo should be representative of the byway experience and readily identified with the byway.	ANCA, DOT, and TPAs.
b.	Properly identify and sign access points to byway resources (attractions, trailhead parking, tourist facilities).	2-5 yrs.		ANCA, DOT, and Municipalities.
c.	Include mile distances on directional signage to byway related attractions more than a ½ mile off the byway.	2-5 yrs.	Gives travelers security in knowing they are not lost if attraction/resource is some distance from the byway.	ANCA, DOT, and local and county highway departments (for signage on town/county roads).
d.	Locate information kiosks with locator maps at strategic locations in gateway communities along the byway. See also Goal #B.2.c.		<u>Possible locations:</u> City of Rome Boonville Canal Museum Lyons Falls Lowville Villages of Carthage and West Carthage Fort Drum City of Watertown Dexter (See the Blueway Trail Master Plan)	ANCA, DOT, TPAs, and Chambers of Commerce.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
e.	Host workshops for local highway departments on NYS Signage Manual and highway signage strategies in order to encourage effective and attractive use of signage on local and county roads in the byway corridor.	<2 yrs.		Instructors: DOT and Cornell Local Roads Program. Audience: Village DPWs, and Town & County Highway Departments.
f.	Provide assistance in the design of attractive welcome signs at the entrance to byway communities.	2-5 yrs.		ANCA, Chambers of Commerce, and Town & Village governments.

Goal #2: Enhance visitors' and residents' understanding and appreciation of byway resources through education & interpretation.

a.	Develop thematic signage program that connects interpretive signage to the overall byway image (i.e. "brand") and experience.	2-5 yrs.		ANCA, DOT, TPAs, and Chambers of Commerce.
b.	Provide interpretive signage, print materials, and web content that complement thematic promotions identified under "Tourism" goals.	2-5 yrs.	<ul style="list-style-type: none"> • Historic site markers & interpretive signage. • Pedal through historic bicycle routes • Environmental interpretation along trails or at environmentally significant sites. • Birding trail • "Community history" kiosks or signage 	ANCA, TPAs, Chambers of Commerce, historians, historical societies, environmental organizations, and town and village boards.

E. Transportation & Safety – Goals, Objectives, & Actions

Goal #1: Provide for the safety of all byway users.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Work with the state and local governments to ensure proper signage alerting travelers to intersections; crossings of trails and bicycle/pedestrian ways; shared use of roadways with bicycles, farm equipment; and Amish horse-drawn buggies & wagons. Ensure that directional signage is easily readable at traveling speeds.	Ongoing		Local government officials, local and county highway departments, and DOT.
b.	Plan for the inventory and evaluation of roadside shoulders, pullouts, and parking areas used for rest stops, scenic photo opportunities, hunting areas, and access to byway resources (trails, waterways, picnic areas, historic sites, etc.). Coordinate this inventory with an evaluation of passing lanes in these same areas.	2-5 yrs.		Local government officials, local and county highway departments, DOT, and DEC.
c.	Support DOT and local government efforts to enhance safety in hamlet areas through traffic calming techniques or control devices that blend with the character of the hamlet.	2-5 yrs.	In low-density development hamlet areas, motorists sometimes drive through at faster than posted speeds.	Local government officials, local and county highway departments, and DOT.
d.	Evaluate shoulder widths and surface conditions in terms of their safety and accommodation for bicycle use.	2-5 yrs.		Local government officials, local and county highway departments, DOT, and local cycle clubs.
e.	Evaluate existing and potential conflicts involving snowmobiles and ATVs along the byway corridor. Work with local interests to identify, mark, and provide signage for trail crossings and trailer parking areas.	<2 yrs.		Local government officials, local and county highway departments, DOT, and local snowmobile and ATV clubs.

Goal #2: Continue to improve Black River Scenic Byway Transportation Infrastructure.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Work to improve collaboration between local governments and NYSDOT to monitor needed capital improvements and maintenance schedules	Ongoing		Local and county government and highway departments, and DOT.
b.	Encourage DOT and local governments to maintain roadways to the new State standard of “A state of good repair.”	Ongoing		Same as above.

c.	Encourage and support DOT's "context sensitive design" and the application of smart-growth principles in all infrastructure projects.	Ongoing	Communities must live with the final product for the long-term. Need to ensure that projects complement community character and give full consideration to pedestrian and bicycle issues as well as to tourist safety and the byway experience.	Local & county officials and highway departments, DOT, Chambers of Commerce, TPAs, and county planning departments.
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Goal #3: Promote and increase linkages and connections for the use of and access to multi-modal forms of transportation.

a.	Promote linkages with existing and proposed regional corridor routes including Black River Blueway Trail, the proposed Maple Traditions Scenic Byway, Olympic Trail Scenic Byway, and Central Adirondack Trail.	<2 yrs.		TPAs, Chambers of Commerce, ANCA, DOT, THC, corridor communities, and interested stakeholders.
b.	Support and encourage the development of off-road, multi-use trails along the byway and in byway communities.	2-5 yrs.	Including new trail development and improvements to existing trails and state forest trails along the entire route.	Local officials, DEC, local trail/recreation clubs, Chambers of Commerce, and interested stakeholders specific to each project.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
c.	Collaborate with local and regional interests to develop non-auto multi-modal links between communities for walking, biking, and canoeing. Address need for supporting infrastructure such as bike lanes, bike racks, canoe launches, etc.	2-5 yrs.		Local government, county government, DOT, DEC, local trail/recreation clubs, Chambers of Commerce, and interested stakeholders specific to each project.
d.	Investigate opportunities for public transportation within and between byway communities for both visitors and residents alike to move between communities and venues for their convenience and comfort.	2-5 yrs.		Local transportation planners, public officials, and/or event organizers.

Goal #4: Establish and maintain communication network with ANCA, regional NYSDOT offices, and byway stakeholders.

a.	Establish and communicate procedures for sharing project information from DOT down to ANCA and the byway communities and from the communities up to ANCA and DOT.	<2 yrs.		DOT, ANCA, Counties, and Municipalities.
b.	Establish points of contact with DOT and local project coordinators	<2 yrs.		Same as above.

F. Stewardship – Goals, Objectives, & Actions

Goal #1: Preserve & promote historic and scenic resources along the byway corridor.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Support initiatives to enhance the water quality of the Black River.	Ongoing	Such as the Black River Watershed Management Plan, public wastewater projects, and agricultural runoff.	DEC, New York State Agriculture and Markets, United States Department of Agriculture (USDA), Environmental Facilities Corporation (EFC), US Fish and Wildlife, and OCR.
b.	Protect and enhance riverbank vegetation in order to reduce erosion.	Ongoing		DEC, USDA, and US Fish and Wildlife.
c.	Provide training and technical assistance to local historical societies and other museums for inventorying, preserving, displaying, and interpreting collections.	2-5 yrs.	In addition to preserving important artifacts, quality displays and interpretive materials increase visitor appeal, thereby encouraging higher tourist visitation numbers as well as greater local appreciation for these assets.	Local museums, historical societies, Association of Public Historians of New York State, NYS Archives and Records Administration, New York State Council on the Arts, and Institute of Museum Services.
d.	Work with local historic interests to inventory, assess, and nominate historic sites or historic districts for the State and National Registers of Historic Places. (See Goal A.5.a.)	2-5 yrs.	Register listing comes with funding opportunities and/or tax incentives for restoration and preservation of historic structures.	Historic property owners (private, public, and non-profit owners), historical societies, historians, and OPRHP's State Historic Preservation Office.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
e.	Support the preservation of open space and scenic vistas (farmland, forests, water bodies) that enhance the byway traveling experience.	2-5 yrs.	Protection efforts may involve a wide range of conservation easement agreements or outright purchase of key properties. Easements could be written to limit development while still allowing owners to use the property for farming or woodlot management. See also Blueway Trail Master Plan.	Land trusts, counties (farmland protection plans), Cooperative Extension, NYS Ag. & Markets, and DEC.
f.	Work with local historians to collect, update, and document local histories for byway communities.	<2 yrs.		Local historians, historical societies, and colleges.

Goal #2: Preserve the rural and historic character of byway communities

a.	Work with local historical societies to support them with their efforts.	On-going		Planning offices, historical society, town or village boards, and local historians.
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Goal #3: Raise awareness of the valuable contribution of significant resources along the corridor.

a.	Provide materials to educate visitors in print or postings on the website.	<2 yrs.	Educated visitors tend to be better stewards of byway resources.	Historical societies, land trusts, DEC, the Nature Conservancy, and local businesses that support this interest.
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Goal #4: Promote public appreciation for the byway’s resources to generate support for the preservation and ongoing stewardship of the historic, natural, cultural, recreational, and scenic sites and attractions.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Use Signage and Interpretation program (See goal D.2) to promote environmental awareness of byway resources.	2-5 yrs.	Greater appreciation of the byway’s environment and natural resources, coupled with a better understanding of the impact of human activity, can generate greater support for environmental protection.	Chambers of Commerce, TPAs, ANCA, land trusts, and DEC.
b.	Support Goal 4(a), above, by incorporating environmental information into recreational information at trailhead or boat launch kiosks, on website, or in any print material promoting natural resource-based recreation.	2-5 yrs.	Environment and habitat will register more effectively when people are actively engaged in experiencing these resources.	Same as above.

Goal #5: Protect natural resources from the spread of invasive species.

a.	Work with involved agencies and groups to educate local residents and the traveling public on the threat of invasives and develop and implement an action plan to stop the spread along byways.	On-going		The Nature Conservancy, involved state and regional offices, and other interested parties.
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