

The Importance of Community-Based Planning

An essential element of byway programs is that they are grassroots in nature, stemming from community participation and input. Develop your byway plan to enhance the route and to meet the needs of the communities that the byway corridor encompasses.

A corridor management plan (CMP) is a tool that depicts the local focus of a byway, empowering the byway group and stakeholders to develop the details and direction of their planning efforts.

Development of your byway's corridor management plan is as much about the process as it is about the product. Some byways choose to develop their corridor management plan completely at the local level, while others choose to obtain assistance from a consultant experienced in byway corridor management planning.

Whichever process you choose, developing a CMP with community input and involvement is an essential part of this planning.

CMP Development Tips

As you develop your plan, it helps to:

- ◇ Involve all communities along the byway
- ◇ Form a common vision for the future of the byway
- ◇ Create 'buy-in' and support for initiatives
- ◇ Create a shared sense of ownership for the byway

Use Existing Plans

Can you rely on existing plans and documents rather than prepare a stand-alone corridor management plan? Possibly. You may want to check for existing planning documents (Federal, State, Indian tribe, county or town) that may already have identified and developed much of the information required for corridor management plans.

When creating or updating a current CMP, check your state program guidelines first. Each state byway program may have its own specific requirements.

A CMP Answers Questions

In general, a corridor management plan should answer the following basic questions:

1. What are the byway's current conditions?
2. What are the goals for the byway?
3. What concrete objectives and strategies will move you toward achieving those goals?
4. Who will be responsible for carrying out the strategies and objectives?
5. When will each of the strategies and objectives be implemented?
6. How will you know you have reached your goals?

Recommended Resource

Making The Grassroots Grow: Building And Maintaining Effective Byway Organizations.

This book moves through the steps essential to creating and sustaining byway organizations, including fostering community and stakeholder involvement. Copies are available online from the National Scenic Byway Foundation (nsbfoundation.org) especially "Your Group Dynamics," pages 154-215.

A Good Corridor Management Plan Should:

- ◇ Be developed with community involvement and provide vision for the byway and the surrounding area
- ◇ Provide an inventory of the byway's characteristics, features and resources associated with its IQ's
- ◇ Document the regional and national significance of the byway's intrinsic qualities (IQ's)
- ◇ Summarize how the intrinsic qualities will be interpreted to engage the interest of the visitors
- ◇ Establish goals for byway promotion, enhancing & preserving IQ's and a quality visitor experience
- ◇ Outline a strategy to balance concerns while providing for the users' enjoyment of the byway