

## **Section 2. Goals, Objectives and Strategies**

### **1. Goal: Resource Protection – Support the Protection of the Environmental Resources of the Causeway. [required goal]**

- a. Objective: Retain the current physical cross sectional character of the Causeway reminiscent of its historic origin.
  - i. Strategy – Work with the two County Metropolitan Planning Organizations (MPOs) to adopt policies to maintain the historic character of the roadway without impacting the function of the roadway. [Short term priority]
- b. Objective: Support a coastal-style, native Florida landscape along the Causeway as additional landscaping is required or needs to be replaced.
  - i. Strategy – Identify, for future removal and eradication, locations of exotic infestation along the Causeway. [Short term priority]
  - ii. Strategy – Work with the Florida Department of Transportation (FDOT) to identify natives that can be used along the corridor (jointly with objective 5.a.ii). [Short to mid term priority]
  - iii. Strategy – Develop guidance to municipalities on desirable species to be used for future corridor plantings. [Short to mid term priority]
  - iv. Strategy – Partner with local agencies and environmental advocates on implementation strategies that could include funding and/or in-kind services. [Continuous priority]
- c. Objective: Maintain the natural environment of the Causeway.
  - i. Strategy – Partner with local environmental advocates to support the bird populations of special concern along the Causeway by identifying current nesting areas, supporting population counts, enhancing habitat, and installing signage to protect nesting areas. [Mid term priority]
  - ii. Strategy – Monitor Tampa Bay Estuary Program Research affecting areas adjacent to the Causeway. [Continuous]
- d. Objective: Promote community partnerships to control litter. [Continuous]
  - i. Strategy – Partner with Keep Hillsborough Beautiful and Keep Pinellas Beautiful on semi annual coastal cleanup programs.
  - ii. Strategy – Strengthen Adopt-a-Highway/Adopt-a-Shoreline sponsorship for the entire length of the Causeway. [Tampa Bay Parrot Head Group currently participates.]
  - iii. Strategy – Monitor local municipalities efforts to identify sites for additional trash container sites along the Causeway and ensure that they are kept in good repair and emptied frequently enough to ensure that debris is not overflowing from them.

### **2. Goal: Work to Enhance Vehicle and Pedestrian Safety. [required goal]**

- a. Objective: Improve highway safety by identifying and working to implement engineering solutions.
  - i. Strategy – Support the installation of a traffic signal at the Clearwater Christian College entrance and the western beach area (joint project of FDOT and the City of Clearwater). [Short term priority]

- ii. Strategy – Partner with FDOT, Hillsborough MPO and Westshore Alliance to evaluate improving pedestrian crossing safety at Rocky Point. [Short term priority]
- iii. Strategy – Work with the FDOT and local governments to identify traffic and pedestrian safety issues (beaches, boat ramp, and future scenic highway kiosks) and implement appropriate solutions where necessary. [Mid term priority]
- b. Objective: Improve bicycle/pedestrian safety enhancements.
  - i. Strategy – Work with the FDOT, MPOs, and local governments to develop a continuous bicycle/pedestrian trail parallel to the main roadway to avoid auto traffic conflicts. [Continuous priority]

**3. Goal: Build Community Support for Long-term Success. [required goal]**

- a. Objective: Incorporate Causeway plan elements in the Comprehensive Plans of the four local government jurisdictions – Pinellas County, City of Clearwater, Hillsborough County, and City of Tampa. [Short term priorities]
  - i. Strategy – Work with local government staff to identify the current comprehensive plan elements that support the plan.
  - ii. Strategy – Support the review and update of the local comprehensive plans to support the inclusion of goals, objectives, and strategies of the plan.
  - iii. Strategy – Support the approval and adoption of the amendments required in local government comprehensive plans to implement the objectives, goals, and strategies of the plan.
- b. Objective: Continue the Corridor Management Entity (CME) as an ongoing and effective sponsor and advocate for the Scenic Highway designation process and implementation of improvements. [Continuous priority]
  - i. Strategy – Implement the CME and Operating Policies as adopted and manage effectively.
  - ii. Strategy – Maintain the membership of the CME and meet a minimum of four times each year.
  - iii. Strategy – Develop an Annual Report on the progress implementing the Corridor Management Plan each year and report to local and state organizations.
  - iv. Strategy – Seek out long term funding strategies to allow for the Tampa Bay Regional Planning Council (TBRPC) to continue to function as the CME.
  - v. Strategy – Coordinate with private interests along the Causeway and seek partnerships that accomplish goals, objectives, and strategies of the plan.
  - vi. Strategy – Seek out local, state, and federal support and apply for and receive gifts and grants to implement the plan.
- c. Objective: Advocate and monitor intergovernmental coordination between the four governmental entities having jurisdiction for the Causeway. [Continuous priority]

- i. Strategy – Maintain the effectiveness of intergovernmental coordination during the designation process and implementation of the Corridor Advocacy Group’s (CAG’s) Goals, Objectives & Strategies.
- ii. Strategy – Monitor the ongoing status of Maintenance Agreements between the FDOT and the local governments.
- iii. Strategy – Provide a forum for coordination of government efforts related to the Causeway.

**4. Goal: Education – Educate the Community and Visitors on the Natural and Historic Resources Along the Corridor. [required goal]**

- a. Objective: Maintain and enhance the Scenic Highway’s web site.
  - i. Strategy – Continue to update the web site. [Continuous priority]
  - ii. Strategy – Ensure search engine links for general access. [Short term priority]
- b. Objective: Develop a Scenic Highway education program
  - i. Strategy – Develop interpretive pamphlets covering the following areas: history, recreational opportunities, and natural assets. [Short Term]
  - ii. Strategy – Establish and maintain a speakers bureau. [Mid Term Priority]
  - iii. Strategy – Develop a corridor video and a plan for viewing [Mid Term Priority]
  - iv. Strategy – Develop and locate informational signage along the corridor. [Mid Term Priority]
- c. Objective: Promote the location and features of the Causeway with notations on local and regional maps.
  - i. Strategy – Research feasibility and access to mapping and publications and respond accordingly. [Mid term priority]
- d. Objective: Develop and implement a “Keep It Clean” educational program for the Causeway.
  - i. Strategy – Determine pollution sources and develop a program or brochure to address the sources. [Mid term priority]
- e. Objective: Maintain an archive of Courtney Campbell Scenic Highway information.
  - i. Strategy – Establish an archive of historical records and photos related to the Causeway. [Continuous priority]

**5. Goal: Economic Development/Tourism. [required goal]**

- a. Objective: Maintain/enhance the recreational opportunities along the Causeway.
  - i. Strategy – Continue the service road concept that provides access to multiple recreational opportunities. [Continuous priority]
  - ii. Strategy – Perform an opportunities and strengths analysis to identify additional recreational enhancements. Consider using university students as a resource for this analysis and the resulting plan. [Short to mid priority]

- b. Objective: Establish the Courtney Campbell Scenic Highway as a tourist point of interest. [Short term priority]
  - i. Strategy – Promote the Courtney Campbell Scenic Highway through regional Convention Visitor Bureau and local Chambers (publications, presentations and meetings).
  - ii. Strategy – Tie/link the Courtney Campbell Scenic Highway website to Chamber/City/State sites.
  - iii. Strategy – Distribute Courtney Campbell Scenic Highway brochure at tourist centers.

**6. Goal: Improve Pedestrian, Bicycle, and Transportation Initiatives Along and Connecting to the Causeway Compatible with and Enhancing the Aesthetics of the Corridor’s Intrinsic Values.**

- a. Objective: Implement bicycle/pedestrian trails linking Hillsborough and Pinellas counties.
  - i. Strategy – Develop a map identifying the pedestrian trail missing linkages along the Causeway. [Short Term Priority]
  - ii. Strategy – Work with the FDOT and Hillsborough County MPO to program funds to construct a pedestrian/bicycle bridge across the tidal flow structure located at the north side of the Causeway east of Rocky Point. This strategy will be worked in partnership with the City of Tampa and the Westshore Alliance. [Short term priority]
  - iii. Strategy – Promote connectivity of the Courtney Campbell system to the Pinellas Trail Network (Cross Clearwater, Progress Energy and Fred Marquis Trails.) [Mid term priority]
  - iv. Strategy – Promote connectivity of the Courtney Campbell system to the Hillsborough County and City of Tampa Greenways and Trails system (going north and south). [Mid term priority]
  - v. Strategy – Support MPOs and local government’s implementation of bicycle/pedestrian trails over the Causeway’s large and the smaller bridges to eliminate gaps in the existing trail segments and provide inter-connectiveness. [Long term priority]
- b. Objective: Support regional long-range transportation planning objectives that are compatible with the five principle Florida Scenic Highway goals.
  - i. Strategy – Monitor and actively participate in the development of regional transportation strategies with FDOT, MPOs and transit agencies. [Continuous priority]
  - ii. Strategy – Resolve current transit needs (i.e. bus stops) along the corridor. [Short term priority]

**7. Goal: Enhance the Visual Appearance of the Causeway.**

- a. Objective: Bury overhead utility lines that currently exist on relatively small portions of the Causeway. [Long term priority]
  - i. Strategy – Identify location and ownership of existing overhead utilities.

- ii. Strategy – Initiative dialog with the local utilities and Florida Coordinating Group (FCG) to identify alternatives, cost options, and potential funding opportunities.
  - b. Objective: Enhance the special “sense of place” at both the eastern and western approaches of the Causeway to “showcase” the gateway to the communities at each end. [Short term priority]
    - i. Strategy – Participate in design public workshops and/or hearings for the LINKS project at the east end of the Causeway.
    - ii. Strategy – Maintain an active involvement in the urban design component for the LINKS reconstruction projects.
    - iii. Strategy – Participate in the Hillsborough County MPO Livable Roadways Committee to develop a gateway concept for the Causeway.
    - iv. Strategy – Ensure the appropriate locations of the existing historic Courtney Campbell Parkway monuments as part of the gateway features.
  - c. Objective: Investigate alternative designs or adaptations for the guardrail and bridge abutments to be more consistent with the original historic character of the Causeway. [Mid term priority]
    - i. Strategy – Perform a literature search to see what alternative guardrail designs are used on other similar period roadways.
    - ii. Strategy – Work with the appropriate MPOs to incorporate more aesthetic guardrail features in future maintenance activities.

**Note**

- Short term within first two years
- Mid term is within the first three to six years
- Long term is beyond six years