



## 2016 FSHP Byway Annual Report (BAR) Form

Scenic Highway: Courtney Campbell Scenic Highway

Form Completed by: Heather Young

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### Section 1: Completed Projects

**Did your byway organization complete one or more projects in 2016?**

**Yes** – If more than one project was completed in 2016, make a blank copy of Section 1 starting at “Completed Project #1.” Paste this blank copy into the report below Project #1 and change the project number for each subsequent completed project.

**No**

### Completed Project #1

1. Project Name: Sabal Palms Landscaping

2. Category/Type (highlight one category that best describes the project):

- Physical or built** – scenic pull-out, landscaping, wayfinding signage, interpretive panels/kiosks, visitor center, etc.
- Planning** – CMP (now BMP) update, interpretive, marketing, wayfinding, master plan, etc.
- Organizational Development** – fundraising plan, strategic plan or retreat, accreditation, etc.
- Program** – cell phone app, website, beach cleanup, Adopt A Highway, Kids Ocean Day, etc.
- Marketing** – brochure, video, advertising, etc.

3. Project Budget

This section has been modified for 2016 to more accurately reflect budgets for completed projects. For some projects, like a sponsored kiosk, the money raised for the project might exceed the cost of the project. Others, like 5K runs or garage sales, generate revenue upon completion. Please see the 2016 BAR Guidance for a more detailed explanation and examples if this budget format is unclear.

Project Budget:	
Government Grant(s) (federal, state, or local)	\$ 400,000
Private (individual donations, business sponsors, foundations, special events, membership)	\$
Earned Income (merchandise sales, fees for programs, etc.)	\$
In-kind value (only include if allowed as matching for grant)	\$
Revenue Generated by Project (i.e., event registration fees, merchandise sales, etc., - <i>not all projects generate revenue</i> )	\$
<b>Total Revenue Raised for/by Project</b>	<b>\$</b>
<b>- Total Cost of Project</b>	<b>\$ 400,000</b>
<b>Net Gain or Loss</b>	<b>\$</b>



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4. **Project Dates:**
  - a. **Start Date** (can be prior to 2016) **08/2015:**
  - b. **Completion Date** (must be in 2016) **07/2016:**
  
5. **Project Lead**  
**Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? Yes or No (highlight a response)**  
**If No, please indicate the project lead and describe the role the byway organization played:**  
 FL DOT was in charge of the planting effort. The byway organization supports the planting of native vegetation along the causeway.
  
6. **Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project):** Over 272 Sabal Palms were planted on the Pinellas side of the Courtney Campbell Trail. These sabal palms were planted to enhance the vista for vehicular, bikers and pedestrian uses traveling across the Causeway. Some of the plantings were damaged by Hurricane Hermine and were replanted.
  
7. **Lessons learned from the project:** What worked well? What would you do differently? What elements were critical to success? Coordination by the Courtney Campbell Causeway Scenic Highway Corridor Advisory Committee provided an avenue for FDOT and Pinellas County to coordinate landscaping needs and maintenance requirements. Plantings on the Hillsborough side had problems with disease previously, resulting in modifications to plantings in 2016.
  
8. **Project impact:** Please estimate return on investment if possible. What is known about the economic, quality of life, and/or environmental impacts of the project?  
 The project provides an improved scenic vista for drivers of the Causeway and users of the Courtney Campbell Trail.
  
9. **Byway goals addressed:** What planning goals are addressed by the project?  
 Goal 1: Resource Protection – Support the protection of the environmental resources of the Causeway  
 Goal 7: Enhance the visual appearance of the causeway
  
10. **Please list and describe the role of all project partners:**  
 FL DOT: Lead and implementer  
 Byway: assisted with landscaping designs in Pinellas County

*Please email 3-5 high-resolution photos of each project that the FSHP has permission to include in Program publications.*

### Section 2: Other Accomplishments and Ongoing Projects

1. Please describe any other noteworthy accomplishments from 2016 not included in the Completed



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Projects section. Also discuss any ongoing projects that were not completed in 2016.

The Corridor Advisory Committee facilitated discussion and coordination between the cities of Clearwater and Tampa to ensure that the trail rules would be consistent from jurisdiction to jurisdiction.

The Courtney Campbell Causeway Scenic Highway Corridor Advisory Committee is currently advising on two ongoing projects: The Corridor Advisory Committee is also advocating for resources to construct a dedicated pedestrian overpass to allow byway users to cross SR60 (Courtney Campbell Causeway) and connect to neighboring trail systems. These projects are consistent with byway organization Goals 2, 3, 5, 6, 7.

Improving amenities along the Courtney Campbell Trail is a priority. The Corridor Advisory Committee is working to establish a trailhead on the Pinellas County side of the Courtney Campbell Trail. The City of Tampa is preparing to move forward with installing amenities along the eastern section of the Courtney Campbell Trail, which should occur in 2017.

### Section 3: Previously Completed Projects and Byway Resources

1. Please describe the significant benefits or positive impacts from projects completed prior to 2016. Name the project and summarize any impacts or measures of success in all areas below that apply:
  - a. Economic: **None.**
  - b. Quality of life: **Completion trail connection between Pinellas and Hillsborough Counties along the Courtney Campbell Causeway.**
  - c. Environmental: **City of Tampa completed a dune restoration project at Ben T. Davis Beach that will help to stabilize the shoreline and provide habitat for shorebirds. The addition of the trail has also provided additional access for various volunteer groups to perform frequent coastal clean-ups.**
  - d. Other: **None**
2. Please describe any damages or threats to resources (i.e., resources that contributed to the scenic highway designation) that occurred in 2016:

**As a result of diseases impacting plantings in previous years, FDOT investigated disease-resistant landscaping to better ensure longevity of landscaping, which was discussed amongst the group and interested parties to minimize future impacts.**

### Section 4: Public Participation & Partnerships

1. Describe how byway stakeholders (residents, business owners, local government officials, and partners) were routinely updated about the scenic highway in 2016.

**Stakeholders attend regular Corridor Advisory Committee meetings, receive periodic emails and meeting invitations, visit our website, and/or review information shared with local news media outlets via press releases. Residents and business owners were kept informed as a result of our partnerships with neighboring civic associations (e.g. Dana Shores) and economic development organizations (e.g. Westshore Alliance).**

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2. Are there issues or concerns regarding the scenic highway in corridor communities?  
 Some concerns have been expressed regarding the maintenance of the landscaping along the Courtney Campbell Causeway and the proliferation of trash (especially glass). With the completion of the Pinellas portion of the Courtney Campbell Trail, questions have surfaced regarding the adequacy of parking, the availability of water/restrooms/comfort stations, bicycle/pedestrian safety crossing the byway (SR60) and connectivity to other nearby trails. With amenities being added to the Hillsborough portion of the Trail, the Corridor Advisory Committee The Courtney Campbell Causeway has experienced several problems related to criminal activity and illegal street racing. Several coordinated efforts between the City of Tampa, FDOT and the Florida Highway Patrol have been made to address these safety concerns.
  
3. How are new byway organization members, leaders, and volunteers recruited?  
 Members of the public, especially those who express a particular area of interest/action, are always invited to participate in Corridor Advisory Committee meetings. Word of mouth between community leaders often results in new members.
  
4. Is there evidence that more stakeholders are involved/interested in and/or aware of the scenic highway (more people receiving newsletter, attending meetings, volunteering, etc.)?  
 Yes. For example, numerous requests have been made to the cities of Clearwater and Tampa to host special events on the Courtney Campbell Scenic Highway and Trail and approximately 130 individuals have participated in clean-up and other volunteer events. Additionally, requests from neighboring communities for assistance have provided invaluable introductions for continued service within the byway organization.
  
5. With how many stakeholders does the byway organization routinely communicate (meeting notices, newsletters, etc.)?  
 Meeting notices are typically sent to approximately 30 individuals.
  
6. Describe how the byway organization assisted its partners in 2016.  
 The Corridor Advisory Committee also advocated on behalf of its partners to request funding to support complimentary amenities in Pinellas County and a trailhead at the western terminus of the trail. A Sun Trail Grant has been awarded to fund planning of a dedicated pedestrian overpass in Clearwater at Bayshore Boulevard, in the amount of \$1.4 million

### Section 5: Funding

1. Does your byway organization have an annual budget? (highlight a response)
  - Yes – Please email as an attachment to [wanda.maloney@floridascenichighways.com](mailto:wanda.maloney@floridascenichighways.com)
  - **No** – Please provide the following revenue information for 2016:

<b>Government Grant(s)</b> (federal, state, or local)	\$
<b>Private</b> (individual donations, business sponsors, foundations, special events, membership)	\$
<b>Earned Income</b> (merchandise sales, fees for programs, etc.)	\$
<b>In-kind value</b>	\$ 4000.00

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<b>Total Funding</b>	\$
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2. Please describe your outstanding funding needs in the following categories:
  - a. Project(s) or program(s) that lack funding:
    - Pinellas Trailhead (\$1,500,00.00)
    - Pinellas Overpass (\$6,000,000.00)
    - Pinellas Amenities (\$500,000.00)
    - Hillsborough Fishing Access (\$2,000,000.00)
    - Website Redesign/Maintenance (\$6,000.00)
  - b. Total amount of funding needed (in dollars rounded to nearest \$100): **\$10,006,000.00**
  - c. Potential sources of funding identified: **Transportation Management Area/Transportation Alternatives Program**
  
3. Please list potential funding sources being pursued (if not identified above).  
**N/A**
  
4. Please describe the organization's challenges to obtaining funding.  
**Competition from other regional transportation projects.**
  
5. Please describe your funding success stories from 2016. For example: a successful fundraising event or identifying a new source of funding.  
**The City of Clearwater has received grant funding to design a pedestrian overpass to improve safe crossing of the Courtney Campbell Causeway and improve connections between the Ream Wilson and Courtney Campbell Trails.**

### Section 6: Marketing

1. Describe the marketing methods used (website, brochure, festival booths, advertisements, social media, etc.) in 2016 for the scenic highway and *the effectiveness of each*.  
**The Corridor Advisory Committee primarily uses websites and press releases to market the scenic highway and trail. These efforts have been generally effective.**
2. What was the total amount spent on marketing?  
**\$0.00**
3. What were the sources of funding for marketing?  
**In-kind contributions from the Tampa Bay Regional Planning Council.**
4. Please list the social media accounts active for the byway along with the number of followers for each (Facebook, Twitter, YouTube, Pinterest, Instagram, etc.):  
**N/A**
5. Describe any local tourism trends based on available data (number of tourists increasing, new local/regional economic impact data, etc.).



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For January-November 2016, Visit St. Petersburg/Clearwater reports 5,799,200 visitors (+2.3% over the same time period in 2015) and an economic impact of \$8,930,665,200, which is up +5% over the 2015 during the same time period.

6. Has the impact of the scenic highway on local tourism trends been identified in any way? If so, please describe.

The increase in tourism has not been directly attributed to the Courtney Campbell Scenic Highway and Trail.

7. Please describe how the byway organization is working with local tourism agencies.

Corridor Advisory Committee members maintain relationships with chambers of commerce in Hillsborough and Pinellas counties and the visitor bureaus active in the region.

### Section 7: Byway Organization

1. What is the organization's current structure (nonprofit, informal citizen group, etc.)?

The Courtney Campbell Causeway Scenic Highway Corridor Advisory Committee is an informal citizen group appointed by the Tampa Bay Regional Planning Council which functions as the corridor management entity for the byway. Membership includes representatives from the cities of Clearwater and Tampa (elected and staff), Hillsborough and Pinellas counties (elected and staff), FDOT, Hillsborough Aviation Authority, chambers of commerce, metropolitan planning organizations, Keep America Beautiful affiliates, Dana Shores Civic Association, Clearwater Christian College, Florida Greenways and Trails Foundation, Tampa Bay Watch, Westshore Alliance, and AECOM.

2. In what organizational development activities did the byway organization engage this year (training, evaluation/assessment, accreditation, strategic planning, etc.)?

None

3. What are the organization's greatest challenges (recruiting new members, getting the work done, obtaining funding, etc.)?

The Corridor Advisory Committee has achieved many remarkable successes thanks to the dedication of a small group of individuals. Improving engagement with the local business community and developing bench strength to assume future leadership positions would benefit the organization.

### Section 8: Byway Management Plan (BMP)

1. In what year was your current BMP (or CMP) adopted?

2010

2. Based on FSHP Guidance Section 4, when does your byway organization anticipate the next BMP update will occur? In the next couple of years, there is likely to be significant modifications to the Causeway, replacing a portion of the causeway with a bridge section to improve the ecological conditions and hydrologic connection of the waterbody to the North of the scenic highway. With the Courtney Campbell trail trespassing the entire corridor of the Courtney Campbell Causeway and a potential re-opening of a college located on the highway, some of the goals and objectives may need



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to be updated.

3. Does your byway organization have questions about or need help deciding when to update the BMP?

Not at this time.

### Section 9: Final Comments

1. Please list any other significant accomplishments or activities that have not been captured in this report.

- After damage resulting from Hurricane Hermine, the municipalities provided a high level of service to clean up the trail quickly- providing minimal disruption to access along the Courtney Campbell Trail.
- FL DOT added steel gates to access points, which are closed at night to discourage street and bike racing on the Causeway.
- FL DOT is working to improve safety and traffic movement along the Causeway, including installation of speed tables to discourage vehicles from leaving the full traffic lanes to bypass traffic backups, improving the safety of bikers and pedestrians using the multi-use trail.
- The City of Clearwater purchased environmentally sensitive lands that border the Courtney Campbell Scenic Highway, including 86 acres of wetland habitat and six acres of upland habitat.
- Keep Tampa Bay Beautiful received funding for dune rehabilitation at Ben T. Davis beach, along the Causeway, which will add protection to the Courtney Campbell trail during storm events.
- Keep Tampa Bay Beautiful volunteers participated in cleanup events along the public access areas of the Causeway.