



2018 FSHP Byway Annual Report (BAR) Form

Scenic Highway: Courtney Campbell Scenic Highway

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Section 1: Completed Projects

Did your byway organization complete one or more projects in 2018?

- Yes** – If more than one project was completed in 2018, make a blank copy of Section 1 starting below at “Completed Project #1.” Paste this blank copy into your report below Project #1 and change the project number for each subsequent completed project.
- No**

Completed Project #1

1. Project Name: Courtney Campbell improved wayfinding

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.
- Promotion** – brochure, video, advertising, etc.

3. Project Cost

Total Cost of Project (rounded to nearest \$100): \$ not reported

Sources of Project Funding: State	
Government Grant(s) (federal, state, or local)	\$
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)	\$
Other _____	\$
Total Cost of Project	\$

Revenue Generated by Project: (i.e., event registration fees, merchandise sales, etc., - <i>not all projects generate revenue, leave blank if not applicable</i>)	\$
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4. Project Dates:

- a. **Start Date** (can be prior to 2018) **07/2018:**
- b. **Completion Date** (must be in 2018) **08/2018:**

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, indicate the project lead and describe the role the byway organization played:

Florida Department of Transportation- Project lead
 CSHCAC- Support

6. Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project):

Near the eastern terminus of the Courtney Campbell, DOT installed wayfinding infrastructure to improve vehicular and pedestrian safety.

Currently, the sidewalk that runs along the north side of the causeway dead-ends at the Tide-Gate bridge. The wayfinding signage and pavement markings, helps to notify bicyclists and pedestrians of the sidewalk ending ahead and to direct them to the multi-use trail on the south side of the causeway. The wayfinding signage also provides direction to nearby amenities such as the U-Path Trail and Skyway Park.

7. Lessons learned from the project: What worked well? What would you do differently? What elements were critical to success?

The project was executed and completed without any major issues. Existing signing and pavement marking contracts were able to be leveraged to ensure a speedy and straightforward project delivery.

8. Project benefits: Discuss known benefits of the project or estimate return on investment if possible. What is known about the positive economic, quality of life, and/or environmental benefits of the project?

The project helps to minimize unnecessary out direction travel for bicyclists and pedestrians who may be unfamiliar with the sidewalk gap along the north side of the causeway. It helps to direct travelers towards the Courtney Campbell Trail and other nearby amenities, and included additional signage and pavement markings to improve safety for trail users crossing the roadway.

9. Byway goals addressed: What planning goals are addressed by the project?

Goal 2: Work to Enhance Vehicle and Pedestrian Safety

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10. List and describe the role of all project partners:

Florida Department of Transportation

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

Completed Project #2

1. Project Name: Courtney Campbell Cleanup events

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.
- Promotion** – brochure, video, advertising, etc.

3. Project Cost – Not applicable

Total Cost of Project (rounded to nearest \$100): \$ N/A

Sources of Project Funding:	
Government Grant(s) (federal, state, or local)	\$
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)	\$
Other _____	\$
Total Cost of Project	\$

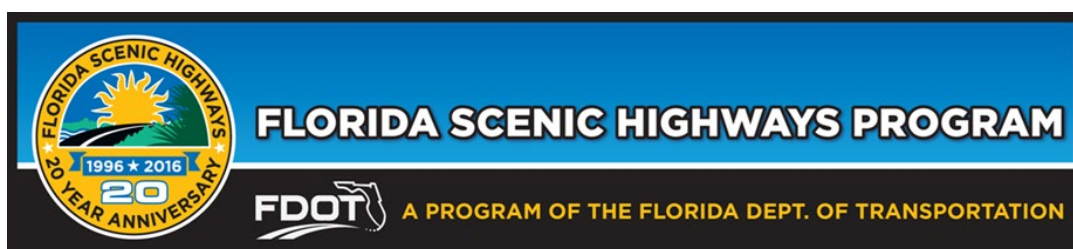
Revenue Generated by Project: (i.e., event registration fees, merchandise sales, etc., - <i>not all projects generate revenue, leave blank if not applicable</i>)	\$
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4. Project Dates:

- a. **Start Date** (can be prior to 2018) **01/2018:**
- b. **Completion Date** (must be in 2018) **12/2018:**

5. Project Lead

Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? Yes or No (highlight a response)



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If No, indicate the project lead and describe the role the byway organization played:

Keep Pinellas Beautiful- lead
Keep Tampa Bay Beautiful- lead
CCCSHAC- support

6. Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project):

With the Courtney Campbell Causeway spanning the working area of two Keep America Beautiful affiliates, each has clean-up events throughout the year.

Keep Tampa Bay Beautiful held 4 events on the Courtney Campbell in 2018. The annual July 5th cleanup, focused on firework debris resulted in 3 tons of trash picked up on along the Hillsborough portion of the Courtney Campbell Scenic highway. Volunteers focus on picking up large firework debris and the City of Tampa uses street sweepers to get the smaller firework debris pieces. They hold 4 cleanups annually along the Scenic Highway. Totals for 2018 include 36,523 pounds. Keep Pinellas Beautiful focuses on the western side of the Courtney Campbell Scenic Highway. Over the year, they had several cleanups, resulting in thousands of additional pounds being collected by volunteers in 2018, including removing a mattress.

7. Lessons learned from the project: What worked well? What would you do differently? What elements were critical to success?

Volunteers are crucial to the clean-up events and are the most effective outreach. Given the large amount of debris from special events (July 4th), there might be an opportunity to work with local governments on campaigns to encourage the public to pack up what is brought in rather than leaving all the garbage on the Courtney Campbell Trail.

8. Project benefits: Discuss known benefits of the project or estimate return on investment if possible. What is known about the positive economic, quality of life, and/or environmental benefits of the project?

These cleanups are an important component of creating stewardship of our public spaces, especially along scenic highways. Many families and businesses participate in these events. These cleanups contribute to each local governments NPDES reports and remove tons of debris from the Courtney Campbell each year, preventing the debris from ultimately reaching Tampa Bay.

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.

10. List and describe the role of all project partners:



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Keep Pinellas Beautiful- lead
 Keep Tampa Bay Beautiful- lead
 City of Tampa- solid waste pickups
 CCSHAC- members have participated in cleanups and share cleanup information in CCSHAC emails.

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

Completed Project #3

1. **Project Name:** New Partnership with the Dr. Kiran C. Patel College of Osteopathic Medicine opening along the Scenic Highway.
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.
 - Promotion** – brochure, video, advertising, etc.

3. Project Cost

Total Cost of Project (rounded to nearest \$100): \$ N/A

Sources of Project Funding:	
Government Grant(s) (federal, state, or local)	\$
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)	\$
Other _____	\$
Total Cost of Project	\$

Revenue Generated by Project: (i.e., event registration fees, merchandise sales, etc., - <i>not all projects generate revenue, leave blank if not applicable</i>)	\$
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4. Project Dates:

- a. **Start Date** (can be prior to 2018) **05/2017:**
- b. **Completion Date** (must be in 2018) **12/2018:**



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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, indicate the project lead and describe the role the byway organization played:

6. Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project):

The site of a former college is undergoing redevelopment and will open in the Fall of 2019 as a new Osteopathic medical college. This

7. Lessons learned from the project: What worked well? What would you do differently? What elements were critical to success?

This will be a new demographic to reach out to adjacent to the scenic highway.

8. Project benefits: Discuss known benefits of the project or estimate return on investment if possible. What is known about the positive economic, quality of life, and/or environmental benefits of the project?

The CCSHCAC will provide a platform for the medical school to easily interact with County and City staff as the school gets off the ground and become engrained in the greater community.

9. Byway goals addressed: What planning goals are addressed by the project?

Goal 3: Build Community Support for Long-term Success.

10. List and describe the role of all project partners:

CCSHCAC- lead
the Dr. Kiran C. Patel College of Osteopathic Medicine representatives- co-lead

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

Completed Project #4

1. Project Name: Westshore Transportation Action Plan

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

Physical or built – scenic pull-out, landscaping, wayfinding signage, interpretive panels/kiosks,

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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.
- Promotion** – brochure, video, advertising, etc.

3. Project Cost

Total Cost of Project (rounded to nearest \$100): \$ Not reported

Sources of Project Funding:	
Government Grant(s) (federal, state, or local)	\$
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)	\$
Other _____	\$
Total Cost of Project	\$

Revenue Generated by Project: (i.e., event registration fees, merchandise sales, etc., - <i>not all projects generate revenue, leave blank if not applicable</i>)	\$
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4. Project Dates:

- a. **Start Date** (can be prior to 2018) **04/2017:**
- b. **Completion Date** (must be in 2018) **09/2018:**

5. Project Lead

Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? Yes or **No** (highlight a response)

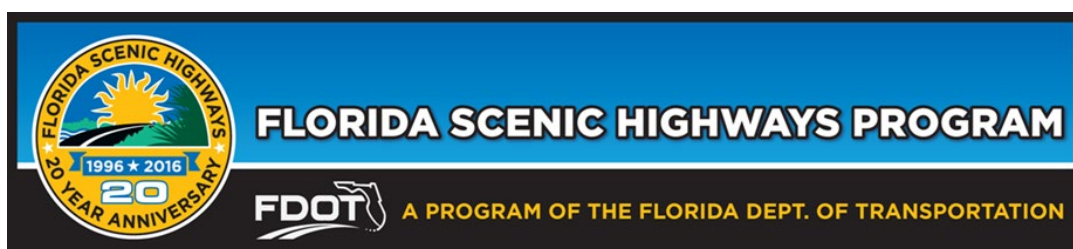
If No, indicate the project lead and describe the role the byway organization played:

The byway organization did not lead the effort, but the Westshore Alliance and AECOM are active members of the CCSHCAC, leading the effort to improve connectivity and transportation planning along the eastern portion of the Courtney Campbell Scenic Highway.

6. Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project):

The Westshore Transportation Action Plan is a blueprint for the more than 100 transportation projects needed in the Westshore district in the next 25 years. The recommendations have been brought forth to local governments for inclusion in regional plan priorities.

7. Lessons learned from the project: What worked well? What would you do differently? What



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elements were critical to success?

Have the plan developed by the Westshore Alliance prioritized by the MPO's into future transit lists will be key to improving connectivity and safety along the western portion of the Courtney Campbell Scenic Highway.

- 8. Project benefits:** Discuss known benefits of the project or estimate return on investment if possible. What is known about the positive economic, quality of life, and/or environmental benefits of the project?

Projects resulting from the Westshore Alliance Transportation Action Plan will improve pedestrian and vehicular safety along the Scenic highway and provide safer access to the Courtney Campbell Trail.

- 9. Byway goals addressed:** What planning goals are addressed by the project?

Goal 3: Build Community Support for Long-term Success.

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

- 10. List and describe the role of all project partners:**

CCSHCAC- support

Westshore Alliance- lead to develop the plan, work with the community and get the Action Plan incorporated into regional priority lists for implementation.

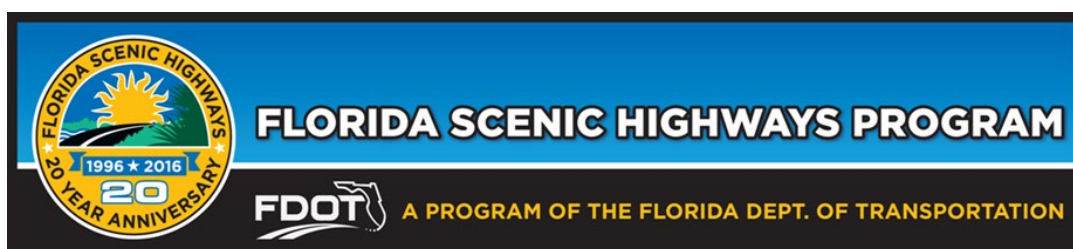
AECOM- partner and contractor

Section 2: Other Accomplishments and Ongoing Projects

- 1.** Describe any other noteworthy accomplishments from 2018 not included in the Completed Projects section. Also discuss any ongoing projects that were not completed in 2018.

The new Dr. Kiran C. Patel College of Osteopathic Medicine is currently under construction, completely renovating the site of the former Clearwater Christian College. The site managers and staff charged with getting the school off the ground are new members of the CCSHCAC. The school is going to be encouraging students to be vehicle free, the Courtney Campbell Trail will be an amenity to the students and staff of the college. To encourage a bike share program, the CCSHCAC invited the organization managing another bike share program in St. Petersburg to discuss logistics.

FDOT has many initiatives along the Courtney Campbell Scenic Highway current. A solution has been



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identified to the sidewalk gap over the tidal gate and it has been programmed into future funding cycles. The water quality improvement project is underway, putting a bridge on the eastern end of the scenic highway to improve tidal flushing in Old Tampa Bay. This section of Tampa Bay has suffered from water quality issues, water quality and seagrass abundance should improve with the improved tidal flushing. The project is not finished, but the box culvert is open and allowing tidal exchange and anecdotal evidence is already showing improvements to the water quality and bay-life.

The City of Clearwater is working on providing trail amenities on the western portion of the Courtney Campbell Trail, sites have been selected. Given the smaller footprint available for amenities, they will differ from the amenities on the Tampa side of the Trail. In 2017, a lease was finalized with the City of Clearwater and plans are underway for the Clearwater Chamber of Commerce to have space in the building, which sits on the Pinellas side of the scenic highway. It is expected the facility will serve as an entry for the County visitors. The property will also include the pedestrian overpass access point serving as a trailhead for the Courtney Campbell Trail, providing access from the north side of the Courtney Campbell to the south side, connecting regional bike trail without requiring crossing directly on a busy highway.

Dana Shores Civic Association worked with law enforcement to get a slow speed zone to increase public safety along the south side of the scenic highway (in the bay waters).

Members of the CCSHCAC participated in FSHP forums and workshops throughout the year and attended the statewide meeting in Lake Helen.

Section 3: Previously Completed Projects and Byway Resources

1. Describe the significant benefits or positive impacts from projects completed prior to 2018. Name the project and summarize any benefits or measures of success in all areas below that apply:
 - a. Economic:
 - b. Quality of life: Gates have been added to the service road to reduce racing.
 - c. Environmental:
 - d. Other:
2. Describe any damages or threats to resources (i.e., resources that contributed to the scenic highway designation) that occurred in 2018:

A development in the vicinity of the Courtney Campbell Causeway included a proposal to fill open water, leading to local comp plan amendments to discourage future applications of a similar nature. Through a marina application, the CCSHCAC requested to be informed of future development in the region of the scenic highway, but will need to further address how to proceed with those projects. During discussions concerning the marina, the lack of reference within the CMP to the importance of maintaining the viewshed is a subject that will have to be addressed in the future.

Section 4: Public Participation & Partnerships

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1. Describe how byway stakeholders (residents, business owners, local government officials, and partners) were routinely updated about the scenic highway in 2018.

Website and group emails, with historic photos of the highway and included events that we were aware of (i.e. cleanups).

2. Are there issues or concerns regarding the scenic highway in corridor communities?

A few issues are ongoing, including burial of overhead powerlines. The communities adjacent to the scenic highway value the scenic viewshed, and the corridor management plan should be updated to better reflect the viewshed rather than the corridor of the highway to codify the intrinsic scenic values surrounding the Courtney Campbell in an official capacity.

3. How are new byway organization members, leaders, and volunteers recruited?

Word of mouth and direct requests.

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.)?

Numbers are consistent, presentations and agenda items drive attendance. We serve as a bridge between Hillsborough and Pinellas and the cities of Tampa and Clearwater. The Dana Shores civic association approached the CCSHCAC regarding marina development along the highway.

5. With how many stakeholders does the byway organization routinely communicate (meeting notices, newsletters, etc.)?

Meeting notices through email.

6. Describe how the byway organization assisted its partners in 2018.

In 2017, the issue of a gap in the sidewalk over a tide gate was brought to DOT's attention. This year a solution was identified and will be programmed in future budgets.

Section 5: Funding

1. Does your byway organization have an annual budget? (highlight a response)

- Yes – Email as an attachment to wanda.maloney@floridascenichighways.com
- **No** – Provide 2018 revenue information in the table below in dollars rounded to the nearest \$100

2018 Revenue table:

Government Grant(s) (federal, state, or local)	\$
Private (individual donations, business sponsors, foundations,	\$



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special events, membership)	
Earned Income (merchandise sales, fees for programs, etc.)	\$
In-kind value	\$ 3000
Total Funding	\$

2. Describe your outstanding funding needs in the following categories:
 - a. Project(s) or program(s) that lack funding:
 - i. Pinellas Amenities (\$600,000)
 - ii. Hillsborough Fishing Access (\$2,000,000)
 - iii. Rocky Point Sidewalks (\$575,000)
 - b. Total amount of funding needed (in dollars rounded to nearest \$100): **\$3,175,000**
 - c. Potential sources of funding identified: Transportation Management Area/Transportation Alternatives Program

3. List potential funding sources being pursued (if not identified above).

N/A

4. Describe the organization's challenges to obtaining funding.

Competition from other regional transportation projects.

5. Describe your funding success stories from 2018. For example: a successful fundraising event or identifying a new source of funding.

Section 6: Tourism Promotion

1. Describe the methods used to promote tourism in 2018 for the scenic highway and *the effectiveness of each* (website, brochure, festival booths, advertisements, social media, etc.).

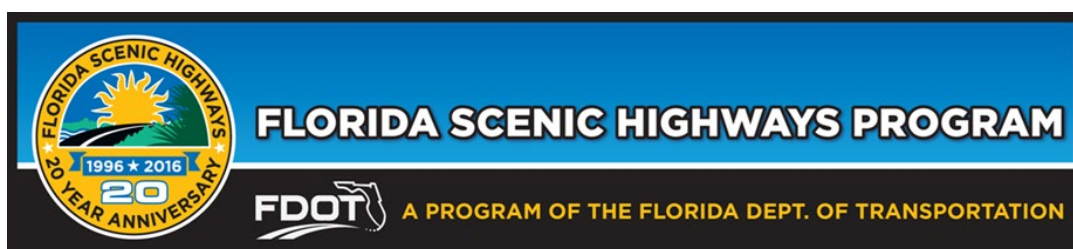
The Corridor Advisory Committee primarily uses a website and press releases to market the scenic highway and trail. TBRPC updated their website in late 2018 and will be working on increasing social media presence in 2019.

2. What was the total amount spent on tourism promotion?

in-kind maintaining the web

3. What were the sources of funding for promotion?

In-kind contributions from the Tampa Bay Regional Planning Council.



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4. 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.).

Tampa international airport saw record passengers in 2018 and international visitors have doubled in 7 years. The airport data is collected in the fiscal year, they surpassed 20 million for the first time. Bed tax collections were up in 2017 vs 2016. Numerous airlines will be increasing their services out of Tampa in the coming year due to demand. The bed tax in Pinellas County was up 9% over the previous year. While usage numbers weren't available, hotels near the Courtney Campbell trail offer bike rentals, showcasing the interest in having guests utilize the multi-use trail that traverses the scenic highway.

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

The direct impact of the scenic highway is not a metric that can be attributed to the record tourism numbers, but the popularity of the trail is evident and some of the hotels offer bike rentals to encourage guests to use the Trail as an amenity.

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

The Clearwater Regional Chamber of Commerce is an original partner in establishing the Courtney Campbell Scenic Highway, and will be more engaged when the office along the highway is open.

8. If applicable, describe how your byway organization was able in 2018 to take advantage of the benefits of the Visit Florida Partnership provided by the FSHP. Describe both positive results and challenges associated with the partnership.

Although our capacity is limited by small numbers, we attempted to take advantage of the 2018 Visit Florida membership provided by FSHP by being listed in the yearly Visit Florida vacation guide, enhanced the website listing with byway specific contact details and photographs.

Section 7: Byway Organization

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

Informal group of interested organizations, including government and non-government, private industry and citizens.

2. In what organizational development activities did the byway organization engage this year



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(training, evaluation/assessment, accreditation, strategic planning, etc.)?

The entire CCSHCAC did not participate, but TBRPC staff try to attend the quarterly calls or participate in webinars in the hopes of expanding public engagement in the future.

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

Capacity to do the additional engagement opportunities, such as Instagram or Facebook.

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 two years, to better incorporate the importance of the viewshed into the Corridor Management Plan.

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



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Section 9: Final Comments

1. List any other significant accomplishments or activities that have not been captured in your report.