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2015 FSHP Byway Annual Report Form

Scenic Highway: Courtney Campbell Causeway Scenic Highway and Trail

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Section 1: Completed Projects

Did your byway organization complete one or more projects in 2015?

Yes – If more than one project was completed in 2015, 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: Courtney Campbell Multi-Use Trail (Pinellas portion)

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 update, interpretive, marketing, wayfinding, master plan, etc.
- Organizational Development** – fundraising plan, strategic plan or retreat, accreditation, etc.
- Program** – cell phone app, website, beach cleanup, map, Kids Ocean Day, etc.

3. Project Cost

Government Grant(s) (federal, state, or local)	\$ 10,200,00.00
Private (individual donations, business sponsors, foundations, special events, membership)	\$ 0.00
Earned Income (merchandise sales, fees for programs, etc.)	\$ 0.00
In-kind value	\$ 0.00
Total Cost	\$ 10,200,00.00

4. Project Dates:

- a. **Start Date** (can be prior to 2015): **11/2013**
- b. **Completion Date** (must be in 2015): **07/2015**

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: **FDOT managed the construction. The byway organization advocated for the funding of the trail**



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construction.

Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project): **The \$10.2 million project involved trail and road widening, repaving the causeway and construction of a small pedestrian bridge. This completed the final 4-mile link connecting the Courtney Campbell Causeway Trail (CCCT) beginning at the Veterans Expressway in Hillsborough County.**

The CCCT is a part of a comprehensive set of trails that now provides access straight through to Clearwater, and in the future will help connect trails to the Ream Wilson Clearwater Trail and eventually provide trail access to the Gulf of Mexico. The Courtney Campbell Causeway Trail will also help make trail connections to the Pinellas Trail and the Duke Energy Trail, which will allow trail access to north and south Pinellas County.

The entire CCCT totaled \$27.1 million (Hillsborough side-\$16.9M/Pinellas side-\$10.2M). It provides a 9.5 mile, 12-18 foot wide paved trail for pedestrian and bicycle access along the entire southern side of the Courtney Campbell Causeway. The center piece of the project is an 18-foot-wide, 45 foot tall, 3,258-foot-long pedestrian bridge open only to non-vehicular traffic with trail connections at either end of the bridge. The trail connects to recreational trails on both sides of Tampa Bay, with the east end of the trail connecting to the West Tampa Greenway and the Upper Tampa Bay Trail, and the west end of the trail connecting to Pinellas County's extensive trail system all the way out to the Gulf beaches.

6. **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 with FDOT, Hillsborough County, City of Tampa, Pinellas County, City of Clearwater, Hillsborough MPO, Pinellas MPO, and NGOs, was catalyst for a consensus on funding for all trail, landscaping and amenities.**
7. **Project impact:** What is known about the economic, quality of life, and/or environmental impacts of the project? **The project connects Hillsborough County/Tampa with Pinellas County/Clearwater adding to the area's appeal as a recreation, sports and eco-tourism destination. The trail provides a safer and more recreationally based travel alternative while reducing the risk of pedestrian-bicycle-vehicle crashes.**
8. **Byway goals addressed:** What planning goals are addressed by the project?
Goal 2: Enhance vehicle and pedestrian safety
Goal 5: Economic development/tourism.
Goal 6: Improve multi-modal transportation accessibility along the byway
9. **Please list and describe the role of all project partners:**
Byway: Advocacy for identification of project funding
Local Governments: Prioritization of needed funding
FDOT: Support long term regional transportation goals



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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 2015 not included in the Completed Projects section. Also discuss any ongoing projects that were not completed in 2015.

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: Landscape designs (60%) are currently being developed for the Pinellas portion of the Courtney Campbell Causeway. A contract for installation is expected to be awarded in May 2016. The City of Tampa Trail Amenities Plan is currently at 60% design. Construction is expected to be completed in November 2016. Additionally, the City of Clearwater is in the process of constructing a connector to the Ream Wilson Trail, which is expected to be completed in early 2016. 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.

Section 3: Previously Completed Projects and Byway Resources

1. Please describe the significant benefits or positive impacts from projects completed prior to 2015. Name the project and summarize any impacts or measures of success in all areas below that apply:

- a. Economic: **None.**
- b. Quality of life: **A bold landscaping plan was installed along the eastern portion of the Courtney Campbell Causeway in 2014 and serves as a beautiful and welcoming entrance to the region.**
- 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 2015:

Potentially epidemic diseases threaten newly installed landscaping on the Hillsborough portion of the Courtney Campbell Causeway. FDOT is currently investigating disease-resistant landscaping options to replace the effected species.

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 2015.



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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).

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. Finally, 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 2015.
The Corridor Advisory Committee provided counsel that ultimately helped the Dana Shores Civic Association address the noise and code violations committed by a business located on the byway and that helped to shape FDOT landscaping designs in Pinellas County and amenities in the City of Tampa portion of the Courtney Campbell Trail. 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. Efforts are also underway to secure funds for a dedicated pedestrian overpass in Clearwater at Bayshore Boulevard.

Section 5: Funding



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

Yes – Please email as an attachment to wanda.maloney@floridascenichighways.com

No – Please provide the following revenue information for 2015:

Government Grant(s) (federal, state, or local)	\$10,200,000.00 (Pinellas portion of trail-- state) \$400,000.00 (Landscaping for Pinellas portion of the trail— state)
Private (individual donations, business sponsors, foundations, special events, membership)	\$ 0.00
Earned Income (merchandise sales, fees for programs, etc.)	\$ 0.00
In-kind value	\$ 4000.00
Total Funding	\$10,604,000.00

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 2015. For example: a successful fundraising event or identifying a new source of funding.

\$400,000.00 was committed by the FDOT to complete a bold landscaping installation for the Pinellas portion of the Causeway.

Section 6: Marketing

1. Describe the marketing methods used (website, brochure, festival booths, advertisements, social media, etc.) in 2015 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



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3. What were the sources of revenue 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.).
For January-September 2015, the St. Petersburg/Clearwater Convention and Visitor's Bureau reports 4,875,000 visitors (+5.2%) and an economic impact of \$7,313,766,300.
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.
The Corridor Advisory Committee maintains relationships with chambers of commerce in Hillsborough and Pinellas counties and the visitor bureaus active in the region. Several members also provided information for a Visit Florida article featuring the Courtney Campbell Causeway Scenic Highway.

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



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organization.

Section 8: Final Comments

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

- Emergency evacuation gates were permitted and installed at a private business adjacent to the Courtney Campbell Trail in order to enhance public safety.
- The City of Clearwater constructed a welcome monument and landscaping beautification project near the western terminus of the byway.
- Right turn improvements were constructed at Damascus Avenue to improve safety.
- New crash barriers/guardrails were installed along the Courtney Campbell Causeway.
- Several resurfacing projects and related drainage improvements were made to the byway.