



FLORIDA SCENIC HIGHWAYS PROGRAM

FDOT A PROGRAM OF THE FLORIDA DEPT. OF TRANSPORTATION

2020 FSHP Byway Annual Report (BAR) Form. (Draft)

Scenic Highway: Courtney Campbell Scenic Highway

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Section 1: Completed Projects

Did your byway organization complete one or more projects in 2019? (do not include your byway's Annual Work Plan or this annual report as completed projects)

- Yes** – If more than one project was completed in 2019, 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 Coastal 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 2020) 01/2020
- b. Completion Date (must be in 2020) 12/2020

5. 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:

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

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

The Courtney Campbell Causeway spans the working area of two Keep America Beautiful affiliates. Each conduct byway clean-up events during the year.

- **Keep Tampa Bay Beautiful** - The Keep Tampa Bay Beautiful After Fireworks Cleanup had 126 volunteers cleanup 1,152 lbs. of litter and debris.
- **Keep Pinellas Beautiful** focuses on the western end of the Courtney Campbell Scenic Highway. Over the year, they had several cleanups, resulting in thousands of additional pounds being collected by volunteers in 2020.

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 trash in receptacles 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?



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Goal 1- Resource Protection- Support the protection of the environmental resources of the Causeway.

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

- 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 #2

1. Project Name: Highway Lighting and ITS upgrades

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): \$8,422,820.00

Sources of Project Funding:	
Government Grant(s) (federal, state, or local)	\$8,422,820.00
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	\$8,422,820.00

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

- a. Start Date (can be prior to 2020): 6/2017
- b. Completion Date (must be in 2020): 6/2020



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5. **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
CCSHAC- support

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

This Design-Build project replaced the existing highway lighting and installed six new traffic monitoring cameras and twelve vehicle detection devices along the corridor in Pinellas and Hillsborough counties.

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

N/A: CCSHA was support organization

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 cameras and vehicle detection devices will help traffic engineers manage traffic flow along the SR 60 (Courtney Campbell Causeway) from McMullen Booth Road to Rocky Point Drive.

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

Goal 2: Work to Enhance Vehicle and Pedestrian Safety.

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

FDOT: Provided funding and led design and construction activities.
CCSHA: Support

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. Describe any other noteworthy accomplishments from 2020 not included in the Completed Projects section. Also discuss any ongoing projects that were not completed in 2020.

- a. Ongoing Project: Pinellas County Trail Amenities in a similar form as those funded and built along the trail in Hillsborough County. In 2020 the City of Clearwater completed designs for trail amenities. The estimated cost was higher than expected which may result in a narrower scope of work. If the costs are split between the county and city, it is anticipated that there will be at least 4 rest areas along the Pinellas side of the causeway. The cost is estimated at \$450K, with the city requesting \$200K from the county. Forward Pinellas (Pinellas County's MPO) and



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the City will share funding of the amenities that will be installed along the Courtney Campbell Trail. Estimated completion is 2021.

b. Cooper's Point Water Quality and Habitat Improvement Project. (Project underway)

The main elements of this project are:

- 300 ft cut in the Courtney Campbell Causeway to improve water circulation into Coopers Point Bay and an additional cut at the narrowest section of Cooper's Point
- Widen and dredge the southern-most mosquito ditch/channel that connects Old Tampa Bay and the southern point of Cooper's Bayou and flows under Patel Blvd
- Dredging Cooper's Bayou
- Using dredge material to make additional habitat in Cooper's Bayou (mangrove shelves, salt marsh habitat, sea grass habitat)
- Recreation improvements (improve the kayak launch at Cooper's Bayou Park, provide kayak trails through new mangrove areas that connect to existing channels, establishment of hiking trails/boardwalks, construction of fishing platforms and observation tower)

There are a few unresolved issues with this project:

- FDOT is contributing \$500K to the initial design and permitting because they want mangrove credits from the project. The mangrove credits will be gained from removing spoil mounds on Cooper's Point. This part of the project has been separated for funding purposes.
- The rest of the project is a "greater good" project. The City is not requesting mitigation credits from the project; the project will have a net benefit to improve water quality and provide additional habitat. The project is needed because of the water quality issues in Old Tampa Bay.
- The culvert under Patel Blvd is already completed. It was built to be a specific height above the water to qualify the channel as a Blueway Trail.

Funding status:

- The cost of the project is estimated at \$30million.
- The City has applied for Cooperative Funding from SWFWMD. But currently is uncertain as this is outside their normal funding project categories
- Another funding opportunity is the NOAA Restore Act Funding. The advantage of this funding is that no local match is required. The final funding source is the City of Clearwater's stormwater utility fees but would require multi-year phasing.

The timeline is based on current initiatives. If cooperative funding is not awarded for this cycle, construction could be pushed out farther. If the City receives Restore Act Funding, all design and permits will be completed and the project will be shovel ready when funding is available.

- The permit applications to SWFWMD and Army Corps of Engineers will be submitted in in early 2021.
- As soon as the permits are submitted, the City will develop and release and RFQ for the final design, construction drawings, construction services, etc. It is anticipated to have a consultant on-board by April 2021.
- Construction drawings are anticipated to be complete by April 2022.
- The project would then go out to bid in May 2022.



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- Construction then would begin in August 2022.
- A construction schedule or construction length (phased or working on multiple elements at one time) has not been established or determined at this time. It will probably take between 2 and 4 years to complete everything.
- c. A Welcome/Information center and trailhead amenities from the Clearwater Chamber of Commerce is on hold for funding due to COVID-19 economic impact.
- d. A tidal gate crossing on the Northside of Courtney Campbell Causeway Trail is programmed for 2022.
- e. Funding for construction of a pedestrian overpass at Bayshore Drive is programmed for 2024.

Section 3: Previously Completed Projects and Byway Resources

2. Describe the significant benefits or positive impacts from projects completed prior to 2020. Name the project and summarize any benefits or measures of success in all areas below that apply:
 - a. **Economic:** The Courtney Campbell Trail has been very popular for visitors to the corridor
 - b. **Quality of life:** The addition of shelters and streetlights have improved public safety and enjoyment of the Causeway.
 - c. **Environmental:** Water quality improvements to Old Tampa Bay are soon to be completed
 - d. **Other:** N/A
3. Describe any damages or threats to resources (i.e., resources that contributed to the scenic highway designation) that occurred in 2020:

During the summer weekends of 2020, amid the COVID-19 pandemic, crowds in the thousands gathered to party along the south side of the highway, using the drainage swale as a makeshift overflow parking area. This usage does not pair well with the intended use of the recreational trail – which supports a healthy lifestyle and recreation for athletes, individuals, and families.

Weekend recreational trail users have raised numerous concerns. They found it dangerous to themselves, children, and others to navigate amongst large groups of people drinking beer and standing (or sometimes sitting) in the middle of the pedestrian/bicycle path. They would pass by “burn out” areas where people driving along the access road would be encouraged by crowds lined up in the pedestrian trail and on the other side of the frontage roadway to light up their tires. To navigate the trail, families, pedestrians, and bicyclists would typically end up breathing in clouds of burnt rubber, secondhand marijuana smoke, or both. They also feared that vehicles less than 5’ away from the pedestrian trail floating at high speeds (with rear tires spinning at high speeds while the brakes were applied to ‘light up the tires’) could lose control at any moment. Lastly, numerous vehicles showed up with gigantic speaker systems (often filling the entire long bed of pickup trucks and the backseat and trunk of cars), and the crowds would play music so loud it would cause passersby’s ears to ring.

Individuals out for family time or to exercise along the southside of the causeway, experienced crowds of people drinking, smoking, and encouraging high-speed burn outs in and along pathway. If



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you were biking, you needed to avoid running into these individuals as they routinely walk directly into your path. If you could not avoid them or accidentally came close to anyone who was not paying attention, you were often threatened by the large crowds.

The Tampa Police Department has been asked on several occasions to patrol and manage these weekend gatherings on a proactive basis. We have yet to see a consistent presence, education and enforcement policy applied to keep the area safe for the recreational areas intended use.

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 2020.**

Website and group emails. We always try to notify our partners of upcoming events that we were aware of (i.e. cleanups). We have begun to include historic photos of the Causeway in our announcements in hopes of interesting more to become involved with the byway organization

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.

Invasive Australian Pines to the north between the main span of the bridge and the west small bridge/tidal gate are in need of removal. FDOT should review the situation and contact the appropriate agencies if necessary.

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 and Westshore Alliance continue to be an active part in our meetings related to all phases of the causeway.

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



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6. Describe how the byway organization assisted its partners in 2020.

In 2018, the Advisory Committee expressed a desire for more of an online presence. The TBRPC website was updated to include more information about the byway including a section for pictures.

The Corridor Advisory Committee Serves as a regional forum between government and private entities in Hillsborough and Pinellas Counties on subjects related to the Courtney Campbell area.

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 2019 revenue information in the table below in dollars rounded to the nearest \$100

2020 Revenue table:

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	\$ 5,000
Total Funding	\$ 5,000

2. Describe your outstanding funding needs in the following categories:
 - a. **Project(s) or program(s) that lack funding:**
 - i. Hillsborough Fishing Access (\$2,000,000)
 - ii. Southside Rocky Point Sidewalks (\$575,000)
 - iii. Northside Rocky Point Sidewalks (\$250,000)
 - iv. Welcome/information center - on hold as a result of COVID-19?
 - v. Coopers Point Water Quality Improvements (\$30,000,000)
 - vi. Other amenities on south side trail (\$380,000)
 - b. **Total amount of funding needed (in dollars rounded to nearest \$100): \$33,205,000**
 - c. **Potential sources of funding identified:** Transportation Management Area/Transportation Alternatives Program

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

Southwest Florida Water Management District
 Clearwater Chamber of Commerce (Amplify Clearwater)
 Westshore Alliance
 City of Tampa

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



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Competition from other regional transportation projects. The COVID-19 pandemic has reduced funding sources.

5. **Describe your funding success stories from 2020. For example: a successful fundraising event or identifying a new source of funding.**

The Westshore Alliance is a new source of funding that came about after several years of work.

Section 6: Tourism Promotion

1. **Describe the methods used to promote tourism in 2020 for the scenic highway and *the effectiveness of each* (website, brochure, festival booths, advertisements, social media, etc.).**

The Byway Organization primarily uses its website and press releases to market the scenic highway and trail. TBRPC updated the information available about the scenic byway in 2020. The TBRPC also located an older version of a marketing brochure about the byway and sought the input of the Advisory Committee on updating and improving the brochure. Updates to the brochure will take place in 2021.

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.

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.).**

Because of COVID-19 trends are down, but not comparable to previous years.

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 directly 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.**



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The Clearwater Regional Chamber of Commerce (Amplify Clearwater), a founding partner in establishing the Courtney Campbell Scenic Highway will be more engaged when the office along the highway opens.

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 (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?

Section 9: Final Comments

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