



## Skill Builders: Form A CMP Development Committee

Working with a committee of citizens and experts, review the steps and required content necessary to prepare the corridor management plan (CMP). You may choose to organize the participants into small groups and assign each the task of outlining key issues to be addressed in the various parts of the plan.

During this process keep in mind three critical aspects of the byway:

1. Its intrinsic qualities
2. Resources that contribute to the intrinsic qualities
3. The story that you will present the byway to the traveler

Reconvene, have each small group share its findings, and begin outlining the corridor management strategy. Before closing the meeting, give participants a sense of how the project will proceed in the coming months and how they can stay involved.

To continue the public participation process, you may want to hold a public meeting to share the draft corridor management plan and receive comments or concerns before it is finalized. Note for future planning that if you choose to nominate your road for national designation, a corridor management plan developed with community involvement is required.

### Implementation: Who Will Be Responsible For Making It Work?

So far, you've been concentrating most of your efforts on deciding the issues of where, what, how and why. Now consider "who" will help put your plans into action.

Your corridor management plan is going to take the efforts of more than just one person to successfully implement. Just as the process of developing the corridor management plan was created with input from many partners, implementation of your action plan will also require the commitment and participation of many individuals and groups.

Here are suggestions to consider in this important step of byway planning.

#### Create A Management Team

Begin by bringing the important players to the table. Many agencies and organizations are obvious partners for implementing a byway management plan, such as State, Indian tribe, county, and/or local highway engineers, tourism bureaus, planning organizations and local governments. Successful management teams for byways passing through multiple communities and jurisdictions usually include these elements:

- **Local officials from each community.**

When the management team makes recommendations for action, the officials take the recommendations back to their communities to determine how to implement the recommendations locally. Those details will vary from place to place, depending on the differences in staff, byway characteristics, budget, regulations, etc. Generally, though, the intention is to make the implementation as uniform as possible along the length of the corridor. Again, think about the visitor experience.

- **Public input.**

Keeping the public aware of your plans and engaged in sharing their input will continue to be a key element. Some management teams include members of the public; others work with a citizen advisory committee, appointed at large or as representatives of particular interests in the community (for example, business people, farmers, ranchers, recreation users, etc.).

- **Technical advisors.**

Including resource managers, road managers and staff from local, State, Indian tribe and Federal agencies as active participants will be essential to provide the technical expertise and resources necessary to implement your plans.

Once established, your management team can begin with a review of the corridor management plan, with special attention to prioritizing goals and objectives as well as options for implementation of projects.

### **Create A Responsibility Schedule**

Including a responsibility schedule in your corridor management plan will help to clearly define direction and accountability. The schedule should list all agencies, groups and individuals who are part of the team carrying out the plan, and list their specific and general responsibilities. It should also describe enforcement and review mechanisms and include a schedule of when and how progress will be reviewed.

Following a step-by-step process to determine roles and responsibilities can lead to a shared sense of purpose, motivating the various partners towards implementing the goals and objectives you have established for the protection, preservation, enhancement and promotion of your byway.

### **A Final Reminder On CMP Development And Implementation**

While incorporating the 14 elements (17 for All-American Roads) in your corridor management plan, remember that your corridor management plan needs to work for you, your organization and your byway. Byway planning should be developed to meet and enhance the route and the needs of the communities that the byway corridor encompasses, support the local focus of a byway, and empower the grassroots byway group and stakeholders to develop the details and direction of their planning efforts.

Implementing your corridor management plan will require your byway group to prioritize objectives, create work plans, establish record keeping systems, secure initial funding and consider staffing and volunteer needs. Remember, a plan is only a good tool if it is put to work. Your corridor management plan is a resource that you will want to periodically review and update. Keep your corridor management plan as a strong, guiding tool to improve and protect your byway, not as a book to gather dust on the shelf!