



FLORIDA SCENIC HIGHWAYS PROGRAM

FDOT A PROGRAM OF THE FLORIDA
DEPT. OF TRANSPORTATION

2020 FSHP Byway Annual Report (BAR) Form

Scenic Highway: *Indian River Lagoon Treasure Coast Scenic Highway (IRL TCSH)*

Form Completed by: St. Lucie Transportation Planning Organization (St. Lucie TPO)

Email address: *TPOAdmin@stlucieco.org*

Telephone number: *772-462-1593*

Section 1: Completed Projects

Did your byway organization complete one or more projects in 2020? (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 2020, 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: *IRL TCSH Committee Meeting Preparation and Support*

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): *\$4,500*

Sources of Project Funding (do not include revenue generated by the project):	
Government Grant(s) (federal, state, or local)	<i>\$4,500</i>
Private (individual donations, business sponsors, foundations, special events, membership)	<i>\$0</i>
Earned Income (merchandise sales, fees for programs, etc.)	<i>\$0</i>
In-kind value (only include if allowed as matching for grant)	<i>\$0</i>
Other _____	<i>\$0</i>
Total Cost of Project	<i>\$4,500</i>
Revenue Generated by Project: (i.e., event registration fees, merchandise sales, etc., - not all projects generate revenue, leave blank if not applicable)	<i>\$0</i>

4. Project Dates:

- a. **Start Date** (can be prior to 2020) *January 1, 2020*
- b. **Completion Date** (must be in 2020) *December 30, 2020*



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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: *The St. Lucie TPO led the project on the behalf of the IRL TCSH Committee.*

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

The project involves quarterly meeting preparation and support by TPO Staff which includes scheduling quarterly meetings, providing meeting facilities, posting quarterly public meeting notices, preparing agendas and staff reports, performing quorum calls, and providing minutes of the meetings for the IRL TCSH Committee.

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

Meeting preparation and support by TPO Staff enables the IRL TCSH Committee to function. Participation by the member agencies, stakeholders, and partners is critical for success, but the COVID-19 Global Pandemic has significantly impacted the efforts.

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?

Known benefits include the byway goals being addressed. The return on investment, positive economic impacts, quality of life, and/or environmental benefits have yet to be quantified.

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

GOAL 1 - PROTECT, PRESERVE, AND MAINTAIN: Ensure that the intrinsic resources of the corridor are protected, preserved, and maintained.

GOAL 2 – ENHANCE ACCESS: Ensure safe, non-congested, destination-targeted, multi-modal transportation throughout the corridor.

GOAL 3 – INCREASE SUPPORT: Increase community support and participation in the planning and implementation process.

GOAL 4 - EDUCATE AND PROMOTE: Provide public education on the corridor and promote low-impact economic development and resource-based tourism.

GOAL 5 –SUSTAIN: Ensure the sustainability of the Indian River Lagoon Scenic Highway-Treasure Coast Corridor Management Entity.

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

The IRL TCSH Committee Members attended the quarterly meetings and provided input. It should be noted that the COVID-19 Pandemic has significantly impacted all public activities including the meetings.



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Completed Project #2

1. Project Name: *IRL TCSH Webpage Hosting and Maintenance and Annual Update*

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): *\$1,000*

Sources of Project Funding (do not include revenue generated by the project):	
Government Grant(s) (federal, state, or local)	\$1,000
Private (individual donations, business sponsors, foundations, special events, membership)	\$0
Earned Income (merchandise sales, fees for programs, etc.)	\$0
In-kind value (only include if allowed as matching for grant)	\$0
Other _____	\$0
Total Cost of Project	\$1,000
Revenue Generated by Project: (i.e., event registration fees, merchandise sales, etc., - not all projects generate revenue, leave blank if not applicable)	\$0

4. Project Dates:

- a. Start Date (can be prior to 2020) MM/YYYY: *January 1, 2020*
- b. Completion Date (must be in 2020) MM/YYYY: *December 31, 2020*

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 St. Lucie TPO led the project on the behalf of the TCSH Committee.*

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

The website for the IRL TCSH (<https://www.treasurecoastscenichighway.com/>) is continuously hosted and maintained by the St. Lucie TPO. The website describes the features and attractions of the IRL TCSH and includes an interactive map, image gallery, and events calendar. The maintenance and hosting includes regular updates to content, advertising events, and responding to user requests.

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

Elements critical to the success are the St. Lucie TPO hosting and maintaining the website and the public interacting with social media links to and from the website.

- 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 website promotes the IRL TCSH which increases awareness and education leading to the enhanced support that will ultimately ensure the sustainability of the IRL TCSH. Especially during the COVID-19 Global Pandemic, the promotion of the IRL TCSH as a safe, outdoor alternative for a local destination, vacation, or day trip is most beneficial.

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

GOAL 3 – INCREASE SUPPORT: Increase community support and participation in the planning and implementation process.

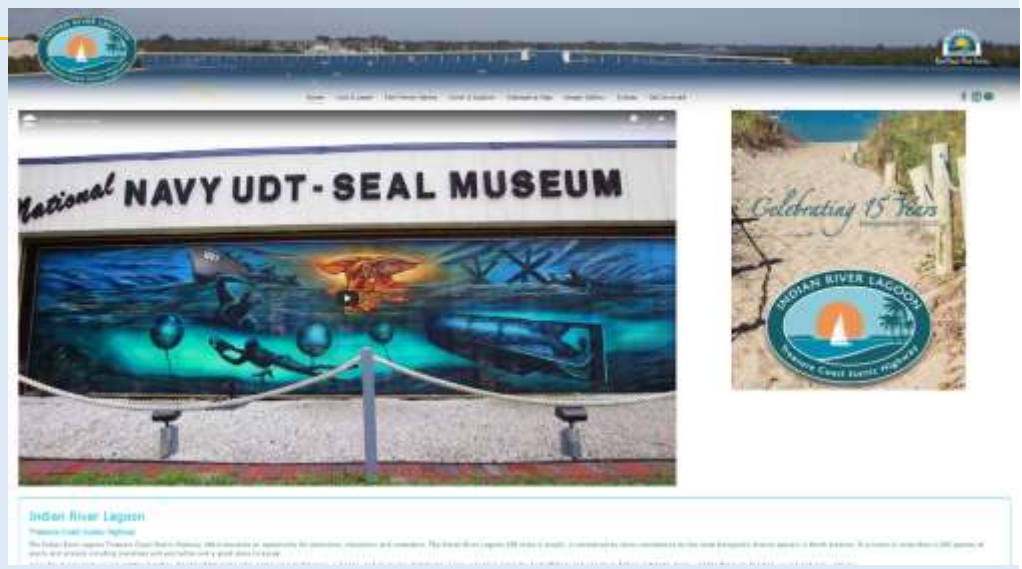
GOAL 4 - EDUCATE AND PROMOTE: Provide public education on the corridor and promote low-impact economic development and resource-based tourism.

GOAL 5 –SUSTAIN: Ensure the sustainability of the Indian River Lagoon Scenic Highway-Treasure Coast Corridor Management Entity.

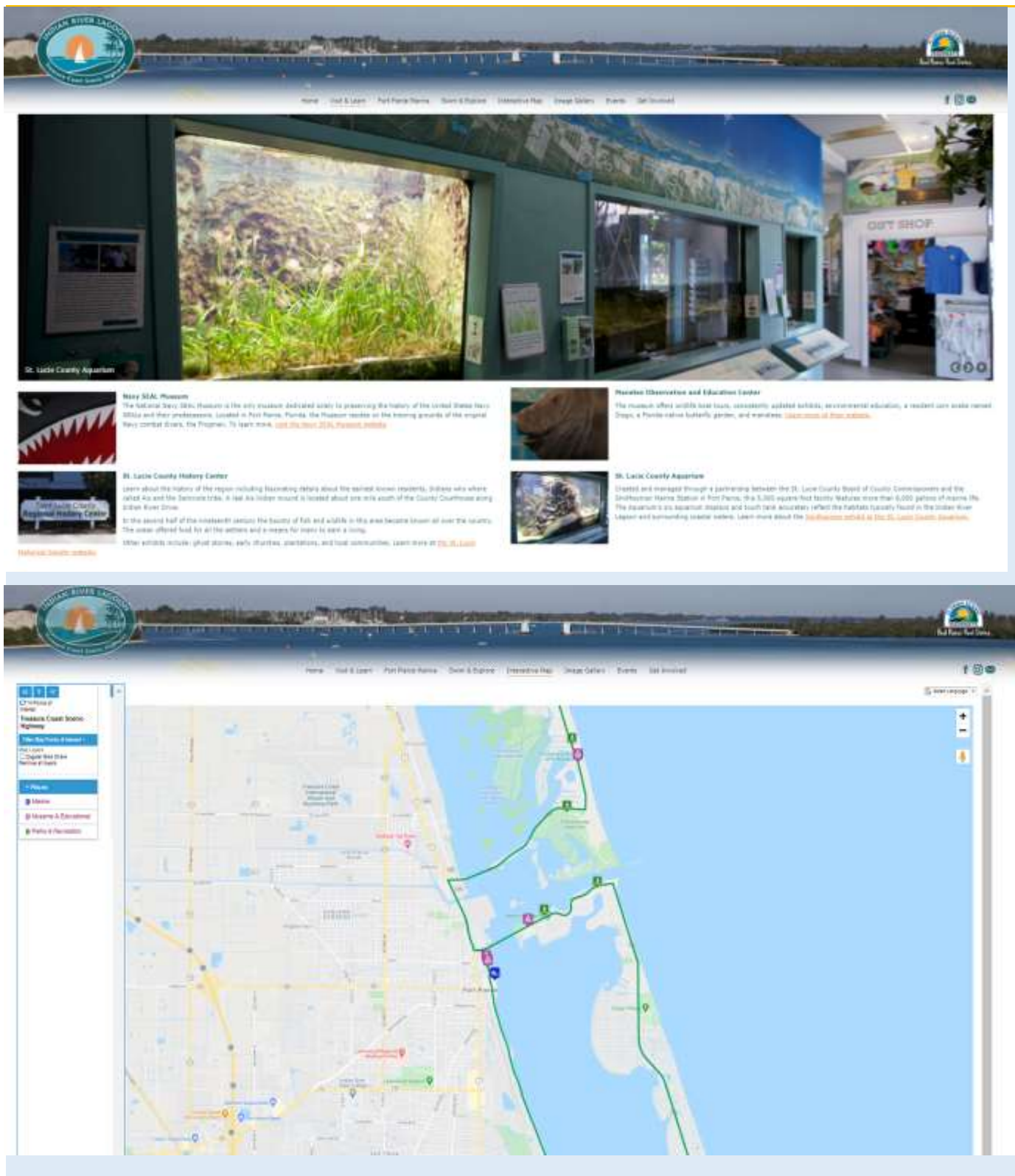
- 10. List and describe the role of all project partners:**

The IRL TCSH Committee Members provided input on the website content during the formal annual review of the website, event information for the calendar, and images for the gallery.

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



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Completed Project #3

1. **Project Name:** *Update of the IRL TCSH Webpage at Floridascenichighways.com*

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): *\$500*

Sources of Project Funding (do not include revenue generated by the project):	
Government Grant(s) (federal, state, or local)	<i>\$500</i>
Private (individual donations, business sponsors, foundations, special events, membership)	<i>\$0</i>
Earned Income (merchandise sales, fees for programs, etc.)	<i>\$0</i>
In-kind value (only include if allowed as matching for grant)	<i>\$0</i>
Other _____	<i>\$0</i>
Total Cost of Project	<i>\$500</i>
Revenue Generated by Project: (i.e., event registration fees, merchandise sales, etc., - <i>not all projects generate revenue, leave blank if not applicable</i>)	<i>\$0</i>

4. **Project Dates:**

- a. **Start Date** (can be prior to 2020) **MM/YYYY:** *August 1, 2020*
- b. **Completion Date** (must be in 2020) **MM/YYYY:** *September 30, 2020*

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 St. Lucie TPO led the project on the behalf of the TCSH Committee.*

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

The St. Lucie TPO worked with FDOT Floridascenichighways.com Staff to complete the update which included adding links to the IRL TCSH website at <https://www.treasurecoastscenichighway.com>, a downloadable map and brochure, images and video, and local resource links.

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

The periodic updating of the IRL TCSH Webpage at Floridascenichighways.com is critical to the success of the IRL TCSH because this webpage often serves as the introduction or gateway for newcomers to the IRL TCSH, and the first impression can be significant in attracting newcomers to visit the IRL TCSH. The format of the webpage at Floridascenichighways.com is limited as to what can be changed, and this limitation should not be allowed to impact the success of attracting newcomers to the byways.

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 benefits are obvious in attracting newcomers to visit the IRL TCSH. This is especially significant during the COVID-19 Global Pandemic when the public desires a safe, outdoor alternative for a local destination, vacation, or day trip.

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

GOAL 3 – INCREASE SUPPORT: Increase community support and participation in the planning and implementation process.

GOAL 4 - EDUCATE AND PROMOTE: Provide public education on the corridor and promote low-impact economic development and resource-based tourism.

GOAL 5 –SUSTAIN: Ensure the sustainability of the Indian River Lagoon Scenic Highway-Treasure Coast Corridor Management Entity.

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

The IRL TCSH Committee Members provided input on the update, and FDOT Staff implemented the updates provided by the TPO Staff.

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





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Completed Project #4

1. Project Name: *IRL TCSH Social Media Campaign*

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): *\$1,000*

Sources of Project Funding (do not include revenue generated by the project):	
Government Grant(s) (federal, state, or local)	<i>\$1,000</i>
Private (individual donations, business sponsors, foundations, special events, membership)	<i>\$0</i>
Earned Income (merchandise sales, fees for programs, etc.)	<i>\$0</i>
In-kind value (only include if allowed as matching for grant)	<i>\$0</i>
Other _____	<i>\$0</i>
Total Cost of Project	<i>\$1,000</i>
Revenue Generated by Project: (i.e., event registration fees, merchandise sales, etc., - <i>not all projects generate revenue, leave blank if not applicable</i>)	<i>\$0</i>

4. Project Dates:

- a. **Start Date** (can be prior to 2020): *November 10, 2020*
- b. **Completion Date** (must be in 2020): *December 8, 2020*

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 St. Lucie TPO led the project on the behalf of the TCSH Committee.*

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

The IRL TCSH conducts an annual social media campaign, and this year, a different approach was taken by expanding the length of consistent engagement and posts through a four-week period conducted around the themes, adjusted due to the COVID-19 Global Pandemic, such as events (both virtual and in-person), the holidays (both Thanksgiving and after), history, and the local merchants.

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

The IRL TCSH gained minimal traction on Instagram compared to the success on Facebook which reveals that desktop users appear to see more of the IRL TCSH's posts and to interact with the IRL TCSH Facebook page. The IRL TCSH consequently interacted more frequently with other Facebook pages over the course of a month. Curated content such as historical facts and engagement opportunities around the St. Lucie TPO's SmartMoves 2045 Long Range Transportation Plan appeared to be the most popular and were liked accordingly.

- 7. 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? *More of the public became educated about the corridor.*

Over the course of the campaign, the Facebook reach for the IRL TCSH was increased by 80 percent, and the post engagement was increased by 413 percent. The IRL TCSH Facebook Page received 98 new page followers and 95 new page likes.

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

GOAL 1 - PROTECT, PRESERVE, AND MAINTAIN: Ensure that the intrinsic resources of the corridor are protected, preserved, and maintained.

GOAL 2 – ENHANCE ACCESS: Ensure safe, non-congested, destination-targeted, multi-modal transportation throughout the corridor.

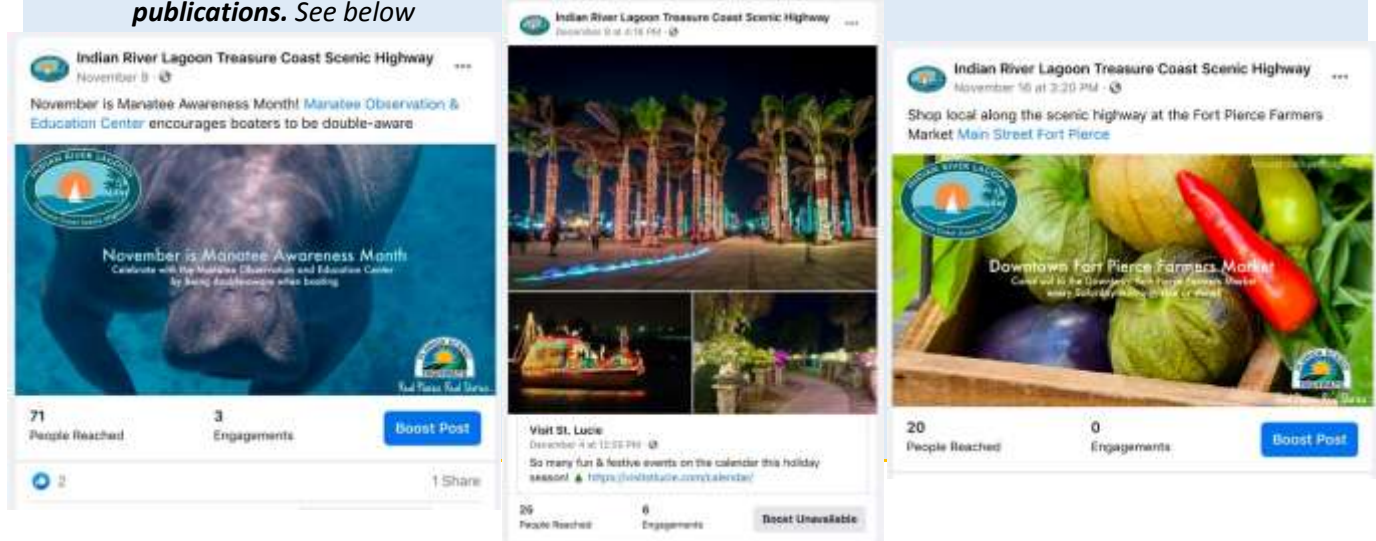
GOAL 4 - EDUCATE AND PROMOTE: Provide public education on the corridor and promote low-impact economic development and resource-based tourism.

GOAL 5 –SUSTAIN: Ensure the sustainability of the Indian River Lagoon Scenic Highway-Treasure Coast Corridor Management Entity.

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

The IRL TCSH Committee Members provided input on the development of the Social Media Campaign.

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





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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.

The noteworthy accomplishments by the St. Lucie TPO not included in the Completed Projects section include the following:

- IRLSH TCCME Annual Work Plan Preparation and Submittal
- IRLSH Treasure Coast Corridor Annual Report Preparation and Submittal

The projects in the 2020 Annual Work Plan that were not completed in 2020 include the following:

- Promotion of the IRL TCSH by the Committee Members at Local Government and Other Community Meetings
- IRL TCSH Committee Members Obtaining Donor Support for Printing the IRL TCSH Promotional Brochure
- IRL TCSH Committee Interacting with Other Scenic Byway Management Entities Via a Joint Meeting
- Signage Needs Plan Implementation Phase 2

Section 3: Previously Completed Projects and Byway Resources

1. 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:**
- b. **Quality of life:**
- c. **Environmental:**
- d. **Other:** New FSHP Signage, Annual Social Media Campaigns, and website updates increase awareness of the IRL TCSH.

2. Describe any damages or threats to resources (i.e., resources that contributed to the scenic highway designation) that occurred in 2020: *None*

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.

One week prior to the quarterly meetings, notices are emailed to IRL TCSH Committee Members and each of the Public Information Officers for the two municipalities and the County. In addition, public meeting notices are posted at the TPO office and on the TPO website.

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

Storm impacts, speeding, parking, littering, traffic, and bicycle safety along the Indian River Drive segment of the IRL TCSH continue to be issues for residents.



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

Local resident members are recruited by existing members and TPO staff. Local agency members are appointed by the local agencies. Two new local resident members were appointed to the Committee in 2020.

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.)?

The results of the Social Media Campaign demonstrate increased awareness and interest in the IRL TCSH. The addition of two new local resident members to the IRL TCSH Committee demonstrate increased involvement by the stakeholders.

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

The IRL TCSH's web and social media pages receive over 2,000 views during the year. The IRL TCSH now has a total of 340 Facebook page likes and 362 Facebook followers. The IRL TCSH Instagram Page now has 58 followers and is following 51 accounts.

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 2020 revenue information in the table below in dollars rounded to the nearest \$100

2020 Revenue table:

Government Grant(s) (federal, state, or local)	\$9,000
Private (individual donations, business sponsors, foundations, special events, membership)	144 hours@\$25/hour = \$3,600
Earned Income (merchandise sales, fees for programs, etc.)	\$
In-kind value	\$
Total Funding	\$12,600

2. Describe your outstanding funding needs in the following categories:

a. Project(s) or program(s) that lack funding:

Signage Needs Plan Phase 2: Community Resource Signage

b. Total amount of funding needed (in dollars rounded to nearest \$100): \$15,000

c. Potential sources of funding identified:

The Rails with Trails Doppelt Family Grant and possible grant funds managed through the Marine Resources Council derived from sales of specialty license plates.



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

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

Currently, the St. Lucie TPO, a government organization, is the only funding source for the IRL TCSH. There appears to be a lack of available grant funding sources for government organizations that apply to Scenic Highways, and the St. Lucie TPO lacks the resources to apply for the limited grant sources. FDOT District 4 generously funded several efforts of the IRL TCSH in the past but that funding is not dedicated or recurring and likely to be even more scarce in the near future due to the impacts to State transportation revenues from the COVID-19 Global Pandemic. Local private parties have not demonstrated interest in donating to the IRL TCSH, and the IRL TCSH Committee has not been established as a non-profit organization to receive donations or revenue from fundraising events.

5. Describe your funding success stories from 2020. 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 2020 for the scenic highway and *the effectiveness of each* (website, brochure, festival booths, advertisements, social media, etc.).

Refer to the summaries for Projects #2, #3, and #4.

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

\$2,500

3. What were the sources of funding for promotion?

St. Lucie TPO Federal Metropolitan Planning (PL) Funds

4. List the social media accounts active for the byway along with the number of followers for each (Facebook, Twitter, YouTube, Pinterest, Instagram, etc.):

Facebook: 362

Instagram: 58

5. Describe any local tourism trends based on available data (number of tourists increasing, new local/regional economic impact data, etc).

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

No



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

The St. Lucie County Tourist Development Council (TDC) serves as an advisory committee to the St. Lucie County Board of County Commissioners (BOCC). A County Commissioner is appointed as a member of the IRL TCSH.

Section 7: Byway Organization

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

The 18 member IRL TCSH Committee was created by a Local Government Interlocal Agreement. The entity is comprised of elected officials, local agency representatives, and local residents based on their geographic location within St. Lucie County.

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

The IRL TCSH Committee reviewed and adopted its Annual Work Plan.

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

Member participation and obtaining funding.

Section 8: Byway Management Plan (BMP)

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

The 2006 CMP was updated in 2017.

2. Based on FSHP Guidance Section 4, when does your byway organization anticipate the next BMP update will occur?

It is anticipated that the next update will occur within the next five years or if the organization becomes a non-profit organization.

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

No, thank you.

Section 9: Final Comments

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