

Washington's Scenic and Recreational Highways Plan Update

**First Steering Committee Meeting
July 15th, 2009**



**Washington State
Department of Transportation**

Key points and questions...

- The project team
- Why do we need a Plan?
- Who is involved?
- What is the timeline?
- How does this Plan relate to Washington's Transportation Plan?
- State Byway System & Federal Grant Program
- What does current State law say?
- Why set State goals and performance measures?

Byways Plan Project Team

- Paula Reeves, WSDOT Project Lead
- Charlotte Claybrooke, WSDOT Project Team

WSDOT Internal Advisory Team Members from:

- Environmental Services Office
- Strategic Planning and Programming
- Strategic Assessment Office
- Systems Analysis
- Tribal Liaison's Office
- Traffic Office

Why have a Plan?

- Ensure a shared goal for Washington's Scenic and Recreational Highways
- Raise awareness of needs
- Be strategic with limited resources
- Provide information to the Legislature
- Meet state and federal planning requirements

Partnership Opportunities

- Strengthen partnerships among stakeholder agencies and organizations
- Strengthen ties between Corridor Management Plans, Local comprehensive plans, and other transportation plans
- Strengthen ties to new 2008 legislation related to stewardship and adaptation planning/climate change.
- Other?

What are the Requirements?

“A scenic and recreational highways element, which shall identify and recommend designation of scenic and recreational highways, provide for enhanced access to scenic, recreational, and cultural resources associated with designated routes, and recommend a variety of management strategies to protect, preserve, and enhance these resources. The department, affected counties, cities, and towns, regional transportation planning organizations, and other state or federal agencies shall jointly develop this element”



Multi-Agency Steering Committee

- Association of Washington Cities
- Association of Washington Counties
- Cascade Bicycle Club
- Federal Highway Administration
- Local Byway Groups (2 representatives)
- MPO/RTPO Coordinating Committee
- National Park Service
- National Forest Service
- State Dept. of Archeology and Historic Preservation
- State Dept. of Natural Resources
- State Growth Management Office
- State MainStreet Program
- State Office of Tourism
- State Parks
- State Recreation and Conservation Office
- Tribal Transportation Planning Council
- Washington State Transportation Commission

Local Byway Groups

- Cape Flattery Tribal Scenic Byway
- Cascade Loop
- Chinook Pass Scenic Byway
- Chuckanut Drive
- Columbia River Gorge
- Coulee Corridor
- Hidden Coast Scenic Byway
- International Selkirk Loop
- Lewis and Clark Trail
- North Cascades Scenic Highway
- North Pend Oreille Scenic Byway
- Okanogan Trails Scenic Byway
- Pacific Coast Scenic Byway
- Palouse Scenic Byway
- Mountains To Sound Greenway
- Mt. Baker Scenic Byway
- Sherman Pass Scenic Byway
- Stevens Pass Greenway
- Strait of Juan de Fuca Highway
- White Pass Scenic Byway
- Whidbey Scenic Byway
- Yakima River Canyon

What is the Timeline for the Plan?

The goal for Plan completion is early 2010.

Issue papers and reports to be developed between now and then covering:

- Policies and Procedures
- Needs and Performance Measures

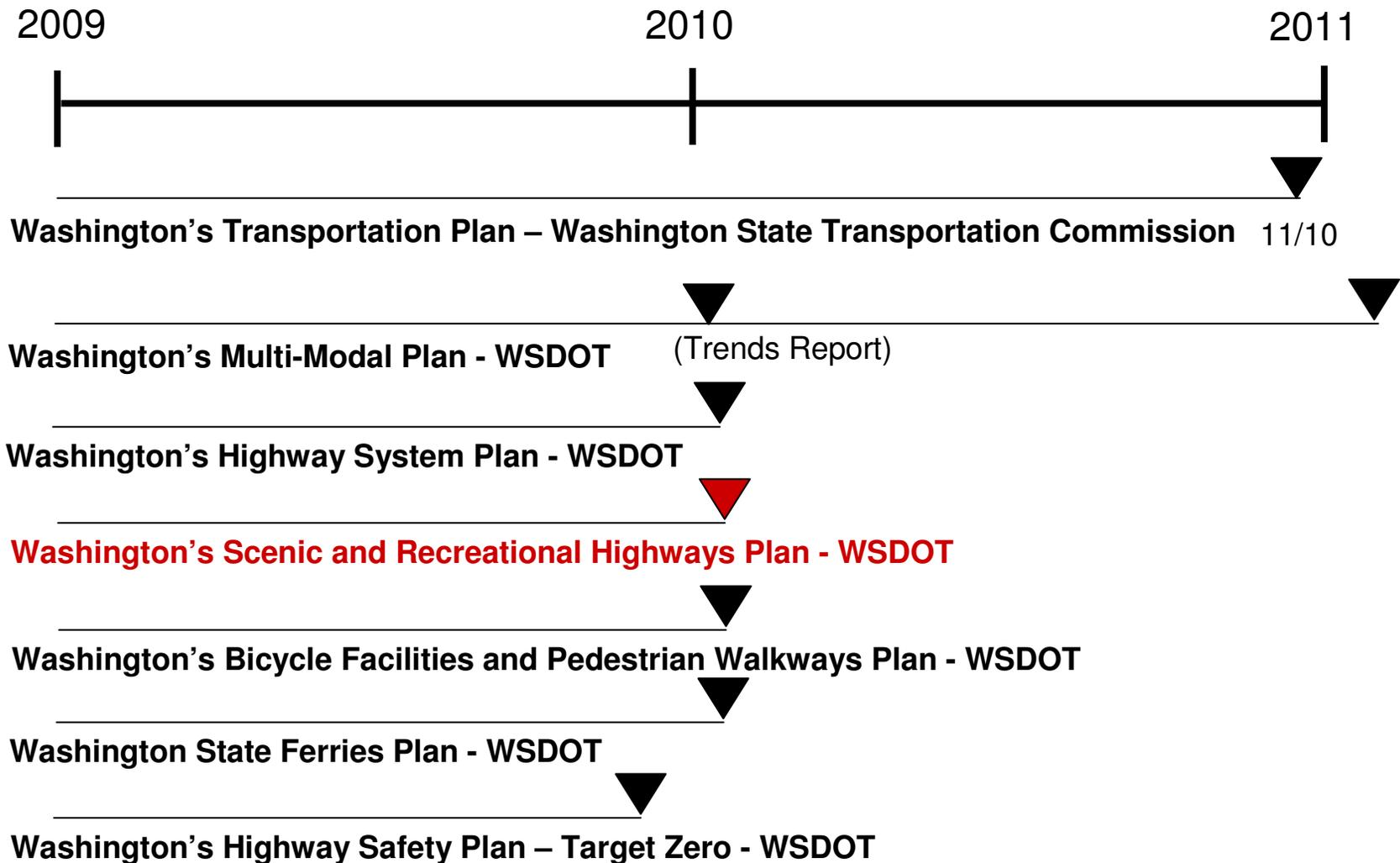
These papers will form the basis for the Plan.

<http://www.wsdot.wa.gov/LocalPrograms/ScenicByways/>

Timeline

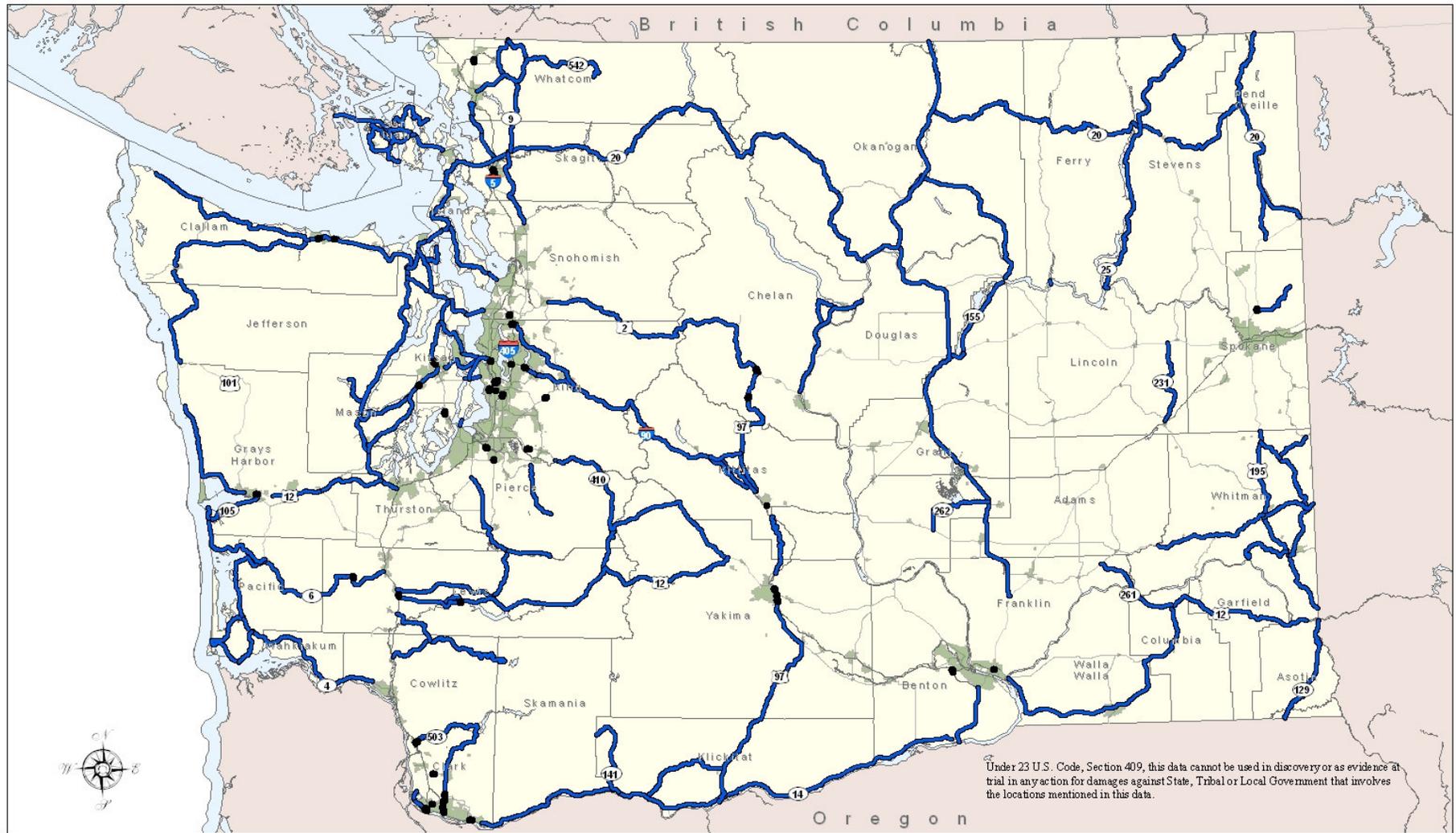
	2009						2010	
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Public Involvement Process Begins	█	█	█	█	█	█	█	
Website and List-Serv Established	█							
Steering Committee Meetings	█				█			
Public Hearing							█	
Analysis of Available Data	█	█	█	█	█			
Background Paper 1: Practices, Policies and Procedures		█						
Background Paper 2: Develop Goals, Benchmarks, Performance Measures				█				
Develop Outline of the Plan					█			
Draft Plan Document						█		
60 Day Comment Period						█	█	
Final Plan Document							█	

How does this Plan relate to other Transportation Plans?

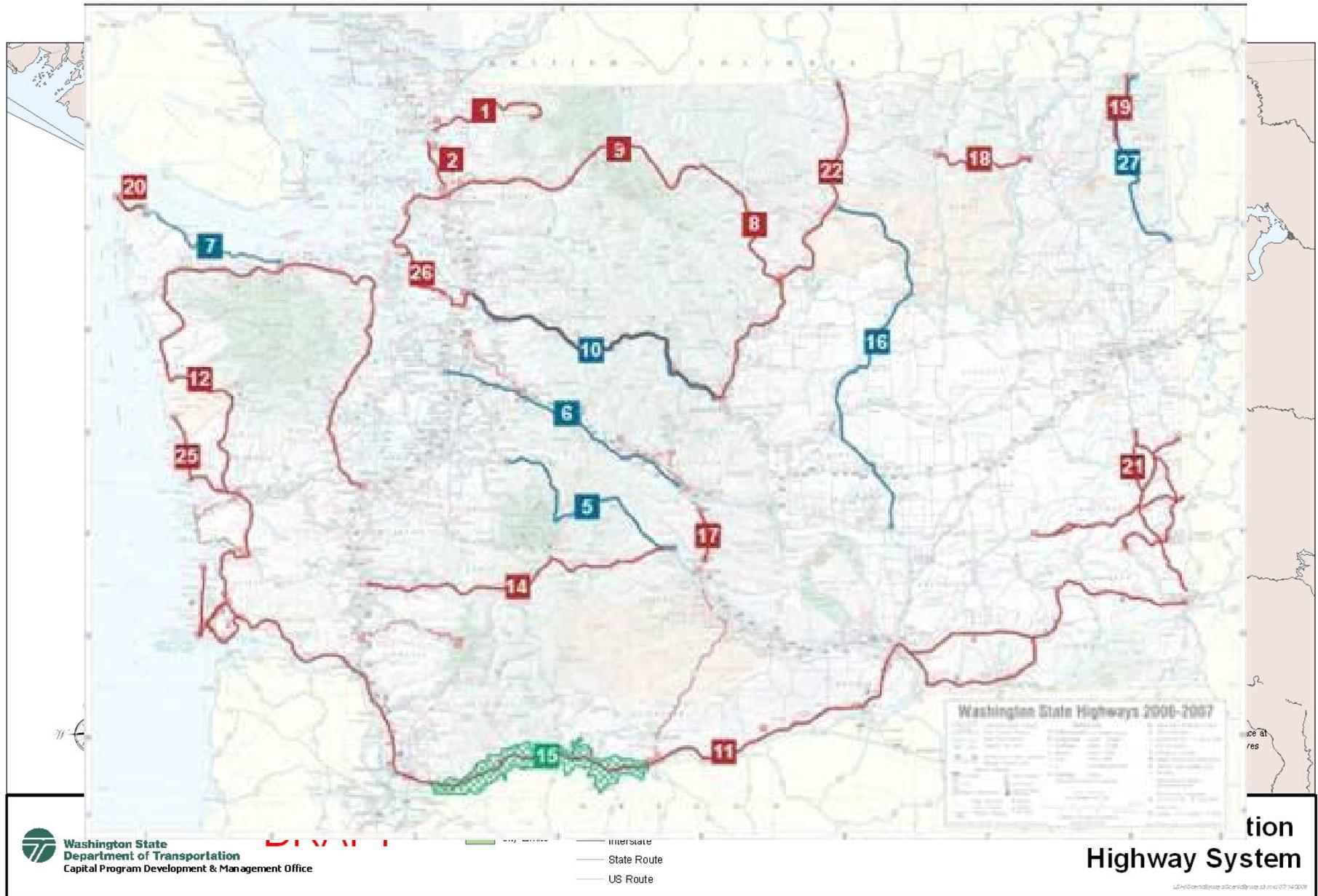


*Other Plans contributing to Washington's Transportation Plan include: Aviation, Freight, Transit and Passenger Rail

State Scenic System & Federal Grants



Byways on the Map



Legislative Finding --1990

“The legislature finds that scenic and recreational highways are designated because of a need to develop management plans that will protect and preserve the scenic and recreational resources from loss through inappropriate development..”

State Law: RCW 47.39.020

Scenic and Recreational Highway Act of 1967

Consultation with other agencies and parties – identification of tourist routes

“In developing the scenic and recreational highways program, the department shall consult with the department of community trade, and economic development, the department of natural resources, the parks and recreation commission, affected cities, towns and counties, regional transportation planning organizations, statewide bicycling organizations, and other interested parties...”

State Law: RCW 47.39.090

Scenic and Recreational Highway Act of 1967

Funding Priorities - Signage

“The department of transportation shall place high priority on obtaining funds from those sources [National Scenic Byways and Transportation Enhancement] for further development of a scenic and recreational highways program, including enhancement projects on the designated scenic and recreational highway system. The department shall consider the use of the designated system by bicyclists and pedestrians in connection with non-motorized routes in the trails plan and the state bicycle plan...”

State Law: RCW 47.39.080

Scenic and Recreational Highway Act of 1967

Some items to be addressed:

- Any corrections in State's legal descriptions of each byway.
- Clarify purpose and priorities for the State's Scenic System.
- Address sections of byways that pass through cities.

Setting goals & performance measures

Excerpts from OFM's 2009-11 Strategic Planning Instructions to Agencies ¹

What is strategic planning?

Strategic planning **asks and answers key questions**. A successful agency needs to regularly ask and answer these critical questions:

- Where do we want to be?
- Where are we today?
- How do we close the gap?

The agency strategic plan provides a means to **communicate these answers with people inside and outside of the agency**.

Answers to these questions depend on **data, research, analysis and collaboration**. A good strategic plan process will:

- Articulate specific goals and values
- Identify a limited number of clear priorities
- Analyze external forces that influence your agency mission
- Assess your capacity to deliver services and manage effectively
- Provide understanding about customer and constituent expectations
- Develop strategies and tactics, from high-level results to your expectations for each employee
- Establish performance measures and targets: How will you know if you are achieving your goals?

¹ <http://www.ofm.wa.gov/budget/instructions/operating/2009-11/0911part1strategicplaninstructions.pdf>

Excerpts from OFM's 2009-11 Strategic Planning Instructions to Agencies ¹

Strategic Planning Definitions

Goals

Broad, high-level, issue-oriented statements of an organization's desired future direction or the outcomes that they strive to achieve. Goals elaborate on the organization's vision statement, articulating the overall expectations and intentions for the agency. They should fit well with the mission statement and values, and answer the question, "What must we achieve to successfully accomplish our mission?"

Objectives

Break down goals into smaller, more specific pieces. They describe the measurable results an agency is expected to accomplish within a given time period.

Strategies

Statements of the methods for achieving goals. While goals and objectives state what the organization wants to achieve, strategies state how goals will be achieved. Strategies guide the activities that the agency uses to achieve goals and objectives.

Performance Analysis

The strategic plan tells the story about how the agency intends to bridge the distance between where it is today and where it would like to be in the future. Performance analysis describes the nature of those gaps.

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Excerpts from OFM's 2009-11 Strategic Planning Instructions to Agencies ¹

Assessment of External Challenges and Opportunities

The strategic plan should describe the important external factors that will affect your ability to achieve your goals and performance targets. Agencies should consider these kinds of factors in their analysis.

Changes in:

- The economy
- Client populations
- Client demographics
- Client/citizen needs, preferences or expectations
- The way citizens expect services to be delivered
- Related markets or industries
- The expectations of suppliers and partners
- The law or regulatory environment
- The costs of doing business
- The natural environment

Do any of these changes affect partners upon whom you heavily depend?

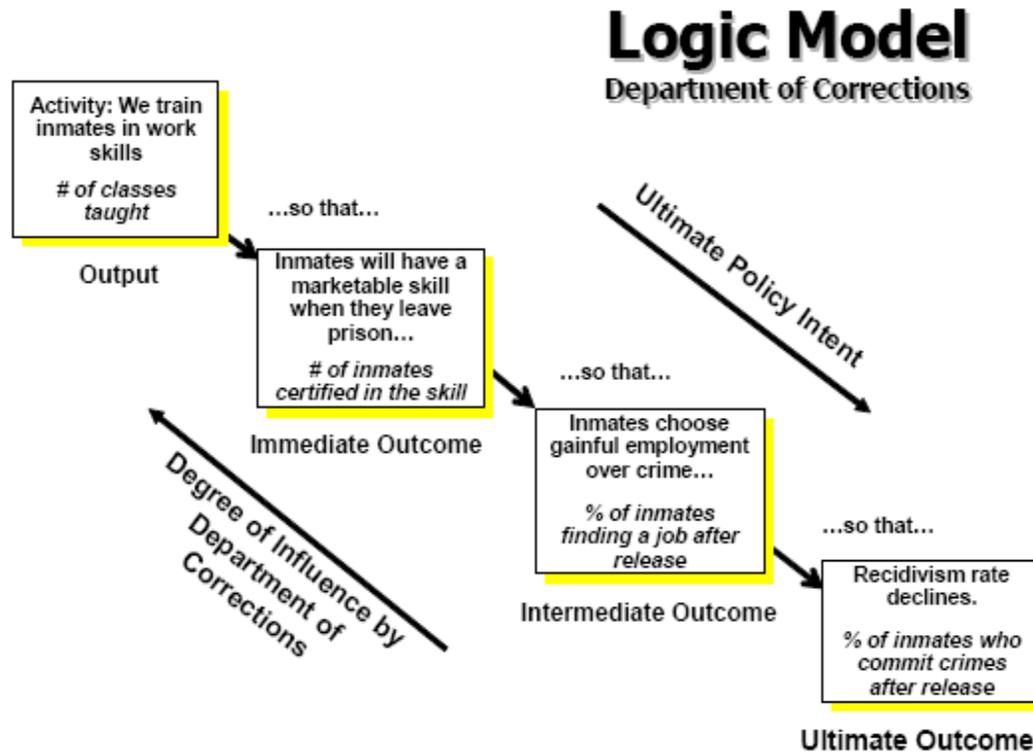
Are there other significant risks, barriers or opportunities?

¹ <http://www.ofm.wa.gov/budget/instructions/operating/2009-11/0911part1strategicplaninstructions.pdf>

Excerpts from OFM's 2009-11 Strategic Planning Instructions to Agencies ¹

The Logic Model and Types of Performance Measures

The logic model provides the context for performance measures. A sound logic model, value chain or similar descriptive tool illustrates the relationship between the agency activities and state's strategic priorities. It maps the connection between agency activities (output measures) and high level outcomes. While an agency may not have complete control over a set of high level outcomes, the logic model summarizes the theory behind how the agency can influence the outcomes. The logic model identifies the outputs and immediate outcomes that lead to ultimate, longer-term outcomes. Agencies usually develop different types of measures for each step in the logic model. An example of a logic model prepared by the Department of Corrections is provided below.

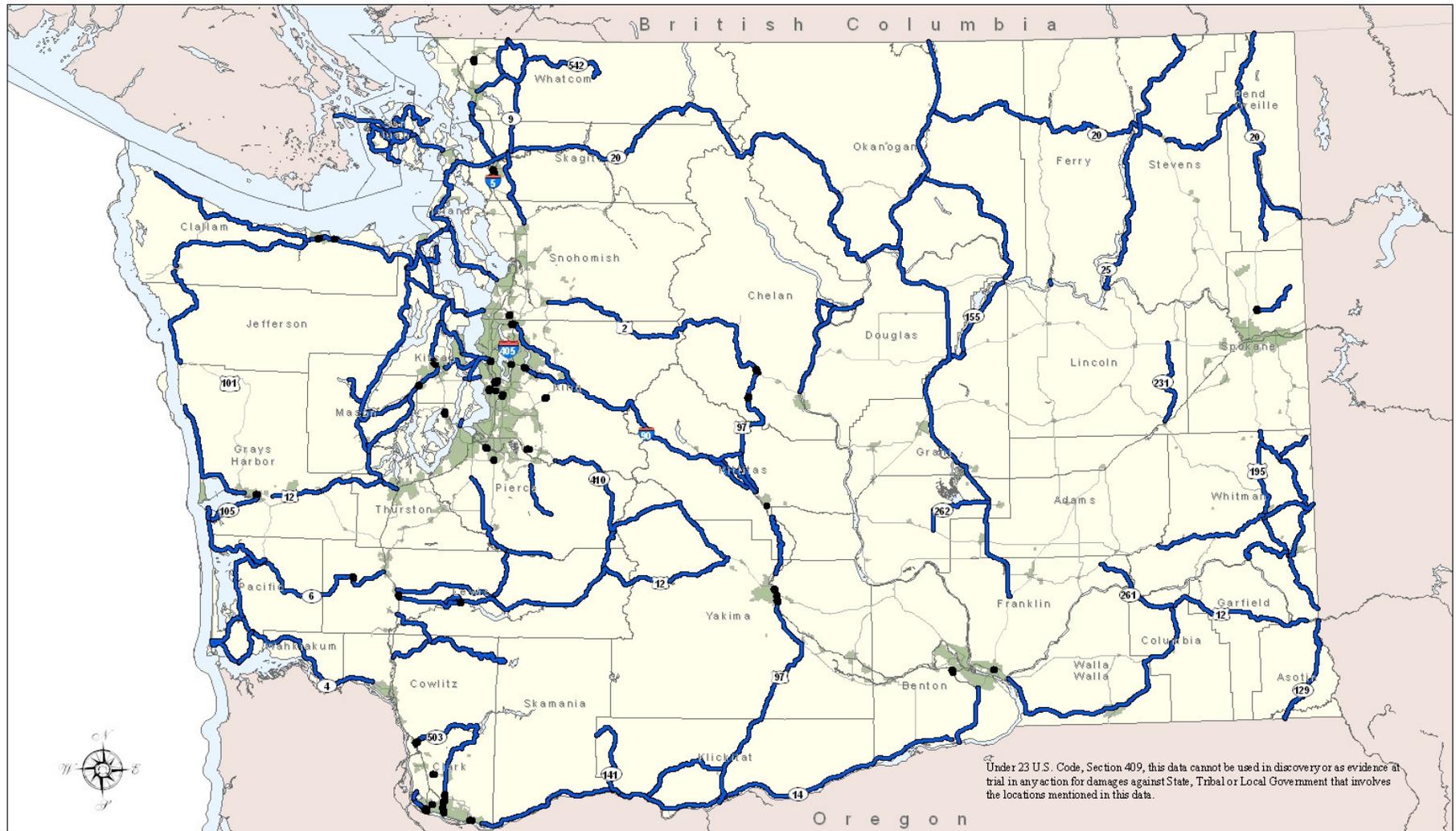


¹ <http://www.ofm.wa.gov/budget/instructions/operating/2009-11/0911part1strategicplaninstructions.pdf>

Some Data Inputs for the Plan

- Safety Corridors
- Types of Funding
- Land Use
- Freight Corridors
- Bicycle and Pedestrian Routes and Trails
- Tourism Traffic
- Tourist Destinations
- Historic Sites
- Parks and Recreational Sites
- Average Daily Traffic
- Highways of Statewide Significance
- National Highway System
- Public Lands

Output: Scenic Byways with Collision Locations



Under 23 U.S. Code, Section 409, this data cannot be used in discovery or as evidence at trial in any action for damages against State, Tribal or Local Government that involves the locations mentioned in this data.

Getting to Outcome Measures

- **Population growth**
- **Tourism traffic growth**
- **Land use**

Potential Discussion Questions

- What should be achieved through this planning process?
- What is the goal of the State Byway System?
- What should priorities be?
- How do we discuss needs on the Byways?
- How should performance be measured?