


Ten-State Great River Road Corridor Management Plan: 2019 Implementation Priorities

RED text indicated initial implementation tasks

CMP Implementation Tasks							Start Date	End Date	Measure 1	Measure 2
	National Office	Board of Directors	Marketing & Communication	Environment Recreation Agriculture	Culture Heritage	Transportation				
<b>1. Maintain and use designated GRR route mapping to:</b>										
A. Inform Transportation planning, scoping, design, construction & maintenance	Support	Support	Support	Support	Support	Lead			Confirm current use of GRR alignment by 10 DOTs	Meet with 10 DOTs to incorporate GRR as p, s, d, c & m context
B. Provide accurate and drivable print, website, mobile app, interpretive panel, & other maps	Lead	Support				Lead			Update current GRR shape file if needed	Apply or update print, website, mobile app, interpretive panel,
C. Marketing	Lead		Lead						Number of marketing efforts including the GRR alignment	Number of marketing grants to improve accuracy of maps/apps
<b>2. Wayshowing Guide Signs</b>										
<b>Work with the ten state Transportation agencies to use/develop GIS data indicating GRR wayshowing locations and conditions</b>	Support					Lead			Number of state DOTs contacted	Number of state DOTs with GRR wayshowing as GIS data
Incorporate the data/survey findings into state Transportation asset management systems	Support					Lead			Number of state DOTs contacted	wayshowing in their asset management system
Measure consistency with requirements for location, size, colors, graphic format, assembly and condition and address any wayshowing deficiencies.	Support					Lead			Number of state DOTs assessing wayshowing conditions	% consistency with requirements for location, size, colors, graphic format, assembly and condition
Maintain wayshowing as part of statewide transportation system management in all ten states.		Support				Lead			Number of states addressing wayshowing deficiencies	Number of state DOTs recognized for addressing wayshowing deficiencies
Brand sign and instruct travelers to look for the signs to know where to turn.	Lead		Lead			Support			MRPC and ten state's websites branding the signs and instructing travelers to follow	MRPC and ten state's maps/brochures branding the signs and instructing travelers to follow
Work w DOTs and FHWA to provide direction to the Great River Road.	Support	Support				Lead			Number of state DOTs and FHWA Divisions contacted	Number of state DOTs and FHWA Divisions allowing direction to the GRR
Co-locate Great River Road signs with Mississippi River Trail signs	Support	Support	Support	Support		Lead			Number of DOTs assessing current conditions and opportunities to co-locate Great River Road signs with Mississippi River Trail signs	% of co-located Great River Road signs with Mississippi River Trail signs in each state
<b>3. Byway Design</b>										
<b>A. Byway Asset Mapping</b>	Lead	Support							Number of states with assets mapped	Number of follow up with States needing it
<b>a. GRR alignment</b>	Lead					Lead			Number of states with GRR alignment confirmed	Protocol established for maintaining data
<b>b. MRT alignment</b>	Lead			Lead		Lead			Number of states with MRT mapped	Protocol established for maintaining data

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c. GRR & MRT wayshowing	Lead			Lead		Lead			Number of states with GRR & MRT wayshowing mapped	Protocol established for maintaining data
d. Scenic easements & scenic areas	Lead					Lead			Number of states with scenic easements & scenic areas mapped	Protocol established for maintaining data
e. Rest areas, TICs, overlooks, waysides	Lead					Lead			Number of states with rest areas, TICs, overlooks, waysides mapped	Protocol established for maintaining data
f. Interpretive panels in R/W	Lead				Lead	Lead			Number of states with interpretive panels in R/W mapped	Protocol established for maintaining data
B. Byway Management and Design Training	Lead		Support			Lead			Byway Management & Design Training outlined	Byway Management & Design Training reviewed by 10 DOTs
4. Intrinsic Resources										
A. Map GRR intrinsic resources	Lead	Support			Lead				Number of states with assets mapped	Number of follow up with States needing it
a. Scenic, recreation, natural, historic, archeological & cultural	Lead			Lead	Lead				States with mapped scenic, recreation, natural, historic, archeological & cultural resources	Number of follow up with States needing it
b. Great River Road Interpretive Center Network	Lead				Lead				States with mapped Great River Road Interpretive Center Network	Number of follow up with States needing it
c. Wayshowing from the byway to intrinsic resources	Lead			Lead	Lead				States with mapped Wayshowing from the byway to intrinsic resources	Number of follow up with States needing it
d. Interpretive panels not within the right of way	Lead				Lead				States with mapped Interpretive panels not within the right of way	Number of follow up with States needing it
5. Interpretation and Storytelling										
A. Map & assess existing Great River Road interpretive panels	Lead				Lead				States with mapped GRR interpretive panels within and out of the right of way	Number of follow up with States needing it
a. Develop design pallet & guidance	Lead		Support	Support	Support	Support			GRR interpretive panel design pallet & guidance developed	Number of state DOT/DNR/Ag/Tourism/History departments reviewing and commenting on content
b. Add panel locations to GRR maps	Lead		Lead						Number of GRR panels added locations to GRR maps	Number of panel content added to GRR electronic maps


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c. Encourage needed maintenance	Support	Lead	Support	Support	Support	Support			Number of states, ICs and partners encouraged to maintain panels	Number of panels maintained
6. Marketing										
A. Incorporate ADA-compliant accessibility in website, app & print materials.	Lead		Lead						Number of pieces assessed for compliance	Number of pieces improved for compliance
B. Develop GRR/MRPC marketing sponsorship package(s)	Support	Support	Lead						Package development complete	Number of sponsors under contract per year Or Dollars under contract per year
7. Organization – MRPC										
A. Reinforce the MRPC Mission by including it on all MRPC documents	Lead	Lead	Lead	Lead	Lead	Lead			Number of pieces w mission	Percent of pieces w mission
B. MRPC and Great River Road state statutes - read and use them	Lead	Lead	Lead	Lead	Lead	Lead			Number of BOD members read their statute	Percent of MRPC members who read their statute
C. Use the benefits of MRPC membership document to express gratitude and engage states to partner in CMP implementation	Support	Lead	Support	Support	Support	Support			Number of states contacted	Number of state that partner in CMP implementation
D. Ask Congress (Non-Technical members only) to reinstate the National Scenic Byway grants for eligible activities	Support	Lead	Support	Support	Support	Support			Number of BOD that participate in asking	Number of MRPC members that participate in asking
8. Partner Education and Engagement										
A. Increase MRPC/byway awareness using the Pilot's Wheel & MRPC mission on correspondence & collateral materials.	Lead	Lead	Lead	Lead	Lead	Lead			Number of items logo and mission are used on	Number of items logo and mission are not used
B. Invite governors, legislators, tribal members, mayors/Mississippi River Cities and Towns Initiative, Transportation, Natural Resource, Historical Society, Agriculture, and Tourism state agency leaders, host state businesses, tourism professionals, IC staff and Geotourism sites to MRPC meetings.	Lead	Lead	Lead	Lead	Lead	Lead			Number of invitations extended per state	Number of invitations accepted per state
9. Byway Traveler										
A. Measure effectiveness of 1) Great River Road route/wayshowing, 2) access to intrinsic resources, 3) interpretation, 4) marketing, and 5) trained IC and CVB front desk staff.	Lead	Lead	Support	Support	Support	Support			Number of measures developed	Number of measures tested and results analyzed
B. Developing a feedback tool to determine traveler recommendations for route improvements and to know what about the byway experience is working well.	Lead	Lead	Support	Support	Support	Support			Feedback tool developed	Feedback tool used and results analyzed
10. Great River Road Funding and Resources										
A. Develop talking points and presentation materials for MRPC Board of Directors, state Commission non-technical members, local champions and partners use to ask Congressional members to reestablish the National Scenic Byway (NSB) grant program	Lead	Lead	Support	Support	Support	Support			Talking points and presentation materials developed	BOD, State Commissioners, local champions and partners practice using them

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B. Visit local state and Federal agency/legislature/Congressional offices to encourage reestablishing the NSB grant program.	Lead	Lead	Support	Support	Support	Support			Number of meetings held	Number of follow up second meetings, phone calls, emails
C. Meet with each non-dues paying state to secure a commitment to pay the National MRPC dues, as well as fund agency staff time and travel to participate as MRPC members.	Lead	Lead	Support	Support	Support	Support			Number of state meetings held	Number of follow up second meetings, phone calls, emails