

Scenic Byways 2006 Grant Application: Summary of FHWA Review

Proj #: VT06(003)

Mad River Byway Interpretive Information

Byway(s): Mad River Byway

Abstract: This project will develop readily accessible interpretive information for the Mad River Byway. Specific products will include:

* A distinctive byway logo and byway identity signs. * A brochure identifying the cultural, historical, natural, scenic, and recreational qualities of the Mad River Byway. * Interpretive kiosks and signs at sites that will provide safe and convenient access to the information at specific locations along the byway. * An educational outreach initiative.

This project benefits the byway traveler by educating regular travelers, tourists, recreation enthusiasts (bikers, hikers, joggers, fishermen, swimmers) on the various attractions in the area. The educational information will promote traffic calming. Information will be provided on local areas of interests, including scenic drives off Route 100B, local area artists and craftsmen, recreational spots, such as the local swimming holes.

Amount Funded: \$39,100 (Conditionally and Fully Funded)

General Comments

Comment: Please note that FHWA reviewers redrafted your project abstract and/or project title based on information provided in the project narrative. The changes were made so that administrators, members of Congress, or other officials can quickly understand what is being accomplished with the byway funding.

Conditions

Condition: Any product planned, developed, constructed, or otherwise using National Scenic Byways Program funds should include a statement acknowledging the program funding source as well as all other project funding sources. Please use this statement: "Funded in part by Federal Highway Administration."

Condition: The website must provide a link to the National Scenic Byways website for travelers <http://www.byways.org> or the National Scenic Byways Community Website <http://www.bywaysonline.org>.

Websites and materials posted on websites must meet accessibility requirements under Section 508 of the Rehabilitation Act of 1973 (as amended) (29 U.S.C. 794(d)). See <http://www.access-board.gov/508.htm>.

Condition: Condition: FHWA will reimburse direct, documented costs associated with the carrying out the project. While this is true for all budget line items and expenses, we believe it is particularly important to keep in mind for project coordination which usually does not have a clear set of receipts associated with expenses that are incurred. Additional documentation may be needed to demonstrate the eligibility of these expenses.

This project must assure that project administration, coordination, and management costs are eligible and follow procedures in OMB Circular A-87. See http://www.whitehouse.gov/omb/circulars/a087/a87_2004.html. In particular, pay attention to the section on allowable Direct Costs and Donations.

This project must document actual value for Committee Members time proposed at \$25/hour.

This project must document actual hours and value of the proposed match for Town Road Crew and Equipment proposed at \$150/hour.

Item	Budget Item Description	Requested	Eligible	Not Eligible
1	Task 1 - Develop Request for Proposal and Retain Consultant. This includes 42 hours of Committee Members time at \$25/hr.	\$0	\$0	\$0
2	Task 2 - Design Byway Identity Signs. This includes 14 hours of Committee Members time at \$25/hr. Also 12 hrs consultant time at \$75/hr.	\$900	\$900	\$0

Item	Budget Item Description	Requested	Eligible	Not Eligible
3	Task 3 - Develop content for the Brochure. This includes 14 hours of Committee Members time at \$25/hr. Also 40 hrs consultant time at \$75/hr.	\$3,000	\$3,000	\$0
4	Task 4 - Design Interpretive Signs and Kiosk Materials. This includes 14 hours of Committee Members time at \$25/hr. Also 80 hrs consultant time at \$75/hr.	\$6,000	\$6,000	\$0
5	Task 5 - Educational Initiative. This includes 30 hours of Committee Members time at \$25/hr. Also 36 hrs consultant time at \$75/hr.	\$2,700	\$2,700	\$0
6	Task 6 - Print Brochures (10,000 @ \$0.34), posters (50 @ \$2.00), flyers (10,000 @ \$0.09), and bumper stickers (1000 @ \$0.50)	\$4,900	\$4,900	\$0
7	Task 7 - Fabrication and Installation of Signs and Kiosks. This includes 14 hrs of Committee Members time at \$25/hr, and 32 hrs of Road Crew/Equipment Time at \$150/hr. Also 2 Kiosks - \$8000, 25 ID Signs - \$4000, and 5 Interpretive Signs - \$1600. Condition: Must document actual costs, espeically the time costs and the equipment costs.	\$21,600	\$21,600	\$0
8	Task 8 - VTrans Administration	\$0	\$0	\$0
Total:		\$39,100	\$39,100	\$0

When we plan, develop or build interpretive or visitor facilities, what needs to be considered before using Federal grant funds?

* Our common goal is improving the travel experience on the byway. Exhibits, kiosks, panels and signs need to include information interpreting the intrinsic qualities of your scenic byway rather than focusing on unrelated information on a community, its businesses or partner agencies. Travelers need information on communities and byway businesses, but the focus needs to be on intrinsic qualities.

* In general, design of kiosks, visitor displays and panel messages best serve the traveler when the content describes byway qualities or travel experiences.

* A traveler is best served when your displays and kiosks include information on the entire route rather than a single community or sponsoring agency along the byway.

* When your byway uses National Scenic Byways Program funds, we ask that the funds be acknowledged and when the byway has been designated as either an All-American Road or National Scenic Byway, we ask that the America's Byways logo also be included on products seen by travelers.

* Byways are encouraged to develop facilities that fully explain and provide traveler access to sites where intrinsic qualities are evident. When kiosks, signs or other interpretive devices are developed on facilities adjacent to the byway you are asked to focus your messages on the intrinsic qualities of interest to the byway traveler. Likewise, byway travelers and visitors need clear information on how to access trails, overlooks, and facilities along the byway.

* The Project Narrative section of the grant application should include a discussion by the sponsor or site operator describing how the improvement will be maintained over its useful life.

* The publications we produce about byways will meet the goal of improving the travel experience on the byway when information produced with National Scenic Byway Program funds focuses on the intrinsic qualities that form the byway's story.

* To the extent practical, byway materials you develop should describe features along the entire route and should include all communities and highlight intrinsic qualities along the entire road.

Wednesday, September 13, 2006

* When your byway uses national scenic byway program funds, we ask that the funds be acknowledged and when the byway has been designated as either an All-American Road or National Scenic Byway, we ask that the America's Byways logo also be included on products seen by travelers. This simple step helps reinforce our brand.

* To insure that travelers receive complete information about the byway, a single entity, a community, agency or other sponsor requesting National Scenic Byways Program funds for a byway publication will be responsible for coordinating messages about the entire byway.

* Fulfillment expenses, e.g., postage for brochures and other products mailed to individual travelers, are not eligible for scenic byway funding because they are considered to be operational expenses associated with marketing, whether at a byway or Statewide level.

* Expenses associated with distribution of promotional materials and media packets are limited to postage and shipping of mass mailings to distribution centers, typically State Welcome Centers, Chambers of Commerce, CVBs, and distribution points in other tourism-oriented target areas.

* Fulfillment expenses for promotional activities such as maintenance of and costs to respond to toll free 800#'s, ongoing byway website maintenance and similar on-going activities are ineligible for scenic byway funding. These expenses are considered to be operational expenses associated with the normal activities of visitor associations and organizations.

* Many elements of fulfillment that might be expected to qualify for National Scenic Byway Program funding are not eligible because they are generally associated with operating your tourism service or program. We prefer to leverage the byway funds to specifically provide information to byway travelers.

* Newsletters produced with National Scenic Byway Program funds cannot lobby or espouse a specific position on legislative issues. A grant is a one-time, one-year grant to support the initiation of a newsletter, and it should become self-sustaining thereafter.

* National Scenic Byways Program funds may be used for initial printing of up to a one-year's supply of printed materials, tapes or CD's, but not additional reprints. The quantity you identify in your grant application is viewed as your one-year supply.

* When substantive changes occur in byway information displayed on an existing publication, whether it is regarding your intrinsic qualities, road information, or availability of significant traveler resources, etc., National Scenic Byway Program funds can be used to design and print a one-year supply of the revised publications.

FHWA encourages applicants to consider the following information on matching funds:

* FHWA has prepared a three page document entitled Matching Funds Requirements, see website: (<http://www.byways.org/grants/docs.html>), as part of "National Scenic Byways Program Guidance for Grant Applications" that covers information applicants should know to successfully complete an eligible application. Anyone using In-Kind matches should pay careful attention to the chart below as well as consult with your state scenic byway coordinator to fully understand the limitations and options available for matches. We do not want your application or budget line items of your application declared ineligible because you misunderstood requirements.

* Many elements of fulfillment that might be expected to qualify for National Scenic Byway Program funding are not eligible because they are generally associated with operating your tourism service or program. We prefer to leverage the byway funds to specifically provide information to byway travelers.