

CHAPTER XI
Action Plan

The Action Plan is a prioritized outline of the measures that need to be taken in order to implement the goals of the SC 46 Scenic Byway Corridor Management Plan. Implementation of the CMP begins with the establishment of both a Scenic Byway Advisory Group and a Scenic Byway Advisory Committee. Whereas the Scenic Byway Advisory Group should include everyone who lives or works along the proposed route and/or has an interest in what happens on SC 46 Scenic Byway, the Scenic Byway Advisory Committee will be the one to represent the Advisory Group and help set priorities and coordinate projects along the Scenic Byway. The composition and role of both the advisory group and the advisory committee are outlined in this chapter. Organizational strategies and implementation guidelines are also presented.

Step 1: Create a Scenic Byway Advisory Group which could eventually evolve into a “Friends of SC 46 Scenic Byway” organization. As noted above, this group should include any person who lives, works and/or believes in the vision for SC 46 Scenic Byway,

*“To protect and enhance the Corridor’s natural, scenic, and experiential qualities; to safeguard the community’s sense of small town southern charm and unique character; and to manage existing and potential threats along the Corridor...
Always remembering Bluffton as a state of mind and a privilege to visit.”*

and whom have a desire to help to reach the goals and objectives laid out in the Corridor Management Plan.

Immediate Action to Take:

Start a petition that includes a list of everyone who desire for SC 46 to become a 2-lane scenic byway. Include names, address, phone number and e-mail address if available. Also have each person include which development they live and/or work in or if they live or work in the Old Town area. The reason we recommend this information be included is that later, when a Scenic Byway Advisory Committee is created, that there be representation on the committee from each of the “communities” located along the corridor who can speak on behalf of and represent those that live in the same community.

Step 2: Create a Scenic Byway Advisory Committee

What is a Scenic Byway Advisory Committee?

The Scenic Byway Advisory Committee is a group of community members and Scenic Byway stakeholders that will, ultimately, be responsible for the implementation of the Corridor Management Plan. This is the primary organization that will coordinate and make recommendations for the Scenic Byway. It is strongly suggested that both these organizations become permanent and seek 501-C3 status.

The Scenic Byway Advisory Committee will coordinate with the managing agencies, volunteer groups, local landowners, local businesses, schools, interest groups, and government. They will ensure that all local citizen concerns and affected interests are represented. Public agencies and other planning organizations should be represented on the committee to address the goals of resource protection along the Scenic Byway. It is recommended that the Scenic Byway Advisory Committee become a nonprofit organization which may open up more funding opportunities for the Scenic Byway.

A successful advisory committee will have a purpose, dedicated members, essential partnerships with other organizations, businesses and agencies, and a plan and timetable to reach its goals and objectives.

Suggestions of who should serve on the Committee

Primarily the Scenic Byway Advisory Committee should be made up of people who actually live and/or have businesses along SC 46 Scenic Byway. This could be a tremendous number of individuals. That is fine. The important thing is to have the people in which decisions will effect represented.

The Scenic Byway Advisory Committee should also have representation from:

- SC Department of Transportation
- City/County/State Government
- Nature Conservancy group
- City Planners
- County Planners
- Historical Society
- Chamber of Commerce

- Media
- Merchant's Association
- Law enforcement agency
- Arts Council
- State and Federal Fish and Wildlife
- Utility Companies
- Lending Agencies
- Schools
- Youth Groups
- Churches
- Others

And of course, those who live along the route.

Please note: This is just a preliminary list and not to be considered the final list of those who should be represented.

Actions to take to obtain one's goal of establishing a Scenic Byway Advisory Committee

- Make sure representatives from public agencies, both county and city planning, historical society, chamber of commerce, merchants association and other organizations, are represented on the Scenic Byway Advisory Committee, along with a wide range of community members (*See section on Scenic Byway Advisory Committee for suggestions*).
 - i. **Strongly suggest those individuals who have homes along the Scenic Byway have representation on the Advisory Committee after all they, more than anyone else, have to "live" with the decisions made.**
 - ii. Establish this group as a 501-C3 that can take donations and receive land grants, etc.
- Set up subcommittees for Advisory Committee, such as funding, interpretation, land use, and historical subcommittees.
- Establish a full or part-time coordinator.
- Conduct quarterly meetings.
- Update the Corridor Management Plan as needed. A minimum of every five years is recommended. With the tremendous growth and development taking place right now in the Town of Bluffton, it would be highly recommended that the Corridor Management Plan be reviewed every two years.

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Other activities of both the SC 46 Scenic Byway Advisory Group and the Advisory Committee:

- Develop a strong volunteer program to assist in upkeep and maintenance of the Scenic Byway.
 - i. Start an "Adopt A Highway" program in which individuals and/or organizations are responsible for specific sections of road. Suggest not to include the signs due to the fact that they will detract from the scenic beauty and naturalness of the route. Instead suggest that this information be included in a brochure and periodically in the SC 46 Newsletter as well as in the local newspapers and or radio, recognize those areas that are doing something special for their section of road. For example: cleaning up an area, adding park benches and trash receptacles, developing gardens, having new trees planted, etc.
 - ii. Work with the local garden clubs to provide assistance.
- Create a "Friends of SC 46" who will work together to write grants, start fund raise activities, etc. to implement portions of the CMP which require funding. As mentioned earlier, the SC Scenic Byway Advisory Group could eventually evolve into the "Friends of SC 46".
- Start a "neighborhood" watch for the entire Scenic Byway.

Action Plan Implementation

Implementation involves four major considerations that relate to the goals of the Corridor Management Plan.

1. Develop priorities for scheduling and implementing projects that conserve and enhance the natural, scenic, cultural, and historic qualities of the Scenic Byway.
2. Adequately market and promote the region as an ecotourism area to protect and a privilege to visit so that people will realize that they have arrived in a special place and that they should treat it with respect.
3. Develop priorities to increase safety along the Scenic Byway that are consistent with resource protection.
4. Coordinate among agencies, organizations, and the Scenic Byway Advisory Committee to ensure that the goals of the Scenic Byway are realized.

Setting priorities for action should begin with the specific strategies identified in Chapters IX and X to fulfill the goals and objectives of the Corridor Management Plan.

Action Plan Implementation Guidelines

The strategies outlined in Chapters IX and X require the partnering of community members with various private and public groups and agencies. The inherent political nature of these partnerships necessitates the establishment of guidelines that can direct the implementation process. A process called Content-Sensitive Highway Design, developed over the past decade by the Federal Highway Administration (FHWA) and the American Association of State Highway and Transportation Officials (AASHTO), provides excellent guidelines for the implementation of projects on the SC 46 Scenic Byway.