

6.0 Public Participation and Byway Organizational Management

As required by the National Scenic Byway CMP Point/Criteria #4, the HTURB CMP should list the key individuals that will implement the HTURB CMP. In addition, National Scenic Byway CMP Point/Criteria #6 requires that the HTURB provide a plan for on-going public participation. This chapter will address each of these criteria.

National Scenic Byway CMP Point #4

The agencies, groups, and individuals who are part of the team that will carry out the plan, including a list of their specific, individual responsibilities. Also, a schedule of when and how you'll review the degree to which those responsibilities are being met.

National Scenic Byway CMP Point #6

A plan for on-going public participation.

The sustainability of the Harriet Tubman Underground Railroad Heritage Byway hinges upon effective public participation and a sustainable organizational model. To this end, one of the major goals of the HTURB CMP is to foster lasting relationships with the corridor's many stakeholders. Through this process, the corridor will complement and coordinate with local efforts and, thereby, enhance the corridor's intrinsic historic, cultural, and natural resources. This chapter will

discuss the public participation efforts conducted during the development of the CMP, present ideas for the continuation of public outreach, and discuss the sustainability and organizational management of the HTURB.



6.1 Steering Committee Meetings

A Steering Committee was assembled during the creation of the HTURB CMP that served to share the development and summary of the CMP with the surrounding communities. In addition, the Steering Committee was tasked with delivering the goals, desires and visions of the communities to coordinate the further enhancement of the corridor and the Byway travelers' experience. A list of the individuals and interest groups comprising the Steering Committee can be found in Appendix D. Throughout the development of this CMP there were six (6) Steering Committee meetings held in communities along the HTURB. Each meeting

involved a review of the project to date and input and review comments from the Steering Committee members related to the content and direction of the CMP.

6.2 Corridor Focus Groups Meetings

The HTURB CMP process was brought directly to the affected communities through a series of Focus Group meetings. The Focus Group meetings involved two (2) series of meetings held in March and November 2011. Each Focus Group series involved seven (7) individual Focus Group meetings at convenient locations along the HTURB. The intent of these meetings was to display the development of the HTURB CMP, present questions and activities to the public to elicit input and comments, and answer questions. This grassroots approach ensures that the CMP will be a product of the communities and directly display and present the vision and goals of the affected communities. These hands-on Focus Group meetings also provided a forum for the project team (consultants, DelDOT, etc.) to hear first-hand discussion regarding concerns of those potentially affected, and to visit and experience the many intrinsic resources along the Byway.

The schedule, location and facility of the Focus Group meetings can be found in Tables 6-1 and 6-2 below.

Table 6-1: March 2011 Focus Group Meetings

	Monday		Tuesday			Wednesday	
	28-Mar		29-Mar			30-Mar	
Location	Wilmington	Delaware City / Port Penn	Middletown / Odessa / Townsend	New Castle	Smyrna / Clayton / Cheswold	Dover	Camden / Wyoming / Sandtown
Facility	Greater Wilmington CVB 100 West 10th Street Wilmington, DE	Delaware City Library 250 5th Street Delaware City, DE	Historic Odessa Bank 201 Main Street Odessa, DE	New Castle Courthouse Museum 211 Delaware Street New Castle, DE	Smyrna Opera House 7 W South Street Smyrna, DE	State House 25 The Green Dover, DE	Camden Town Hall 1783 Friends Way 1st Floor King Meeting Room Camden, DE
Time	2:00 - 3:30	7:00 - 8:30	10:30 - 12:00	2:00 - 3:30	6:30 - 8:00	4:00 - 5:30	7:00 - 8:30

Table 6-2: November 2011 Focus Group Meetings

	Monday		Tuesday			Wednesday	
	14-Nov		15-Nov			16-Nov	
Location	Wilmington	Delaware City / Port Penn	Middletown / Odessa / Townsend	New Castle	Camden / Wyoming / Sandtown	Smyrna / Clayton / Cheswold	Dover
Facility	Greater Wilmington CVB 100 West 10th Street Wilmington, DE	Delaware City Library 5th Street and Bayard St. Delaware City, DE	Historic Odessa Bank 201 Main Street Odessa, DE	New Castle Courthouse Museum 211 Delaware Street New Castle, DE	Camden Town Hall 1783 Friends Way 1st Floor King Meeting Room Camden, DE	Smyrna Town Hall 27 South Market St. Downstairs Conf Room	State House 25 The Green Dover, DE
Time	2:00 - 3:30	6:30 - 8:00pm	10:00-11:30am	2:00 - 3:30	6:45-8:15	3:00-4:30pm	6:30-8:00pm

6.3 Corridor Management Plan (CMP) Community Workshops

Two (2) community workshop series were held during the development of the CMP at key phases of the CMP development. Each Community Workshop series included three (3) workshops open to the public. These meetings were designed for large audiences and provided a forum for the HTURB project team to present the CMP and address any questions or concerns from the public and other vested interests. The Community Workshops are a vital component to the success and effectiveness of the Corridor Management Plan (CMP). The goals, concerns, and wishes of the Harriet Tubman Underground Railroad Byway community were collected and summarized in an effort to present them in the CMP, and the Community Workshops provided the forum for gathering and summarizing these items. The Community Workshops provided the public with the opportunity to ask questions, voice their concerns, and help make the Harriet Tubman Underground Railroad Byway CMP a valuable and effective document that will truly be the voice of the corridor and its communities.



Community Workshops were conducted in June 2011 and March 2012 at key locations (Camden, Dover and Wilmington) along the Byway.

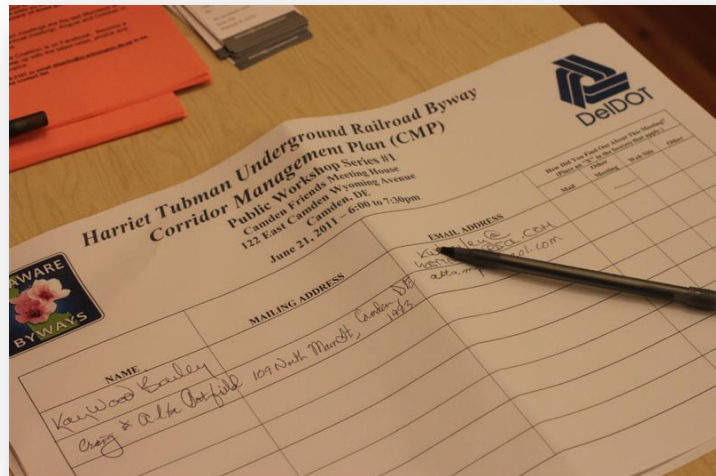
6.4 Public Involvement Notices and Advertising

In an effort to provide as much advance notification to the public as possible, meeting notices for Community Workshops were released to the public via press releases in local newspapers, HTURB Website, Social Media as well as sent out to individuals on the project mailing list via email. Please see the Appendix of this CMP for an example public notices and press releases.

6.5 On-Going Public Participation Activities

In pursuit of establishing a sustainable corridor management program, as well as to continue to enhance the intrinsic qualities of the Harriet Tubman Underground Railroad Heritage Byway, a group similar in nature to the Steering Committee should be formed. That team should be comprised of local representatives, business and community leaders, interest groups, as well as other stakeholders. On-going activities that would be beneficial to this program should include:

1. Holding regular (at least quarterly) Steering Committee meetings and encouraging more participation from other communities and interest groups. This will include establishing formal bylaws (a sample of Scenic Byway Management Committee Bylaws can be found in the Appendix of this CMP) for the Stakeholder Committee/Steering Committee.



2. Continue to hold general public meetings/workshops in key communities along the Harriet Tubman Underground Railroad Heritage Byway, promoting the Byway and inviting Stakeholder feedback and input into the enhancement of the Byway.

3. Invite and encourage community input through public meetings and other mediums at major events and milestones in the future of the Harriet Tubman Underground Railroad Heritage Byway.

4. Develop a series of educational maps, brochures and/or guidebooks that highlight the Harriet Tubman Underground Railroad Heritage Byway corridor in a unified and cohesive manner that can be used by the travelling public.

5. Work with local entities to encourage physical enhancement of the Byway through property maintenance, highway beautification, and landscaping initiatives.

6. Seek funding to create and maintain a Harriet Tubman Underground Railroad Heritage Byway website (standard and mobile friendly) that provides the opportunity for public input, traveler information, and information sharing.

7. Foster partnerships with entities that can assist and aid in the public involvement efforts of the Harriet Tubman Underground Railroad Heritage Byway.

8. Coordinate and collaborate with other Scenic Byways and National Scenic Byways.

6.6 Corridor Management and Sustainability

A Scenic Byway is so much more than just some signs on the road stating that the corridor is a designated Scenic Byway. Scenic Byways create a common voice for the long-term enhancement and care of the corridor, including promotion (if desired), funding, improvements, and enhanced quality-of-life and quality-of-travel. Implementing this CMP will assist in achieving the great visions and goals of the communities, however, there needs to be a champion or guiding voice to ensure that the CMP is implemented and that challenges are overcome efficiently. It is recommended that a managing board or Byway Management Organization (BMO) be created in an effort to ensure the efficient implementation of this CMP. For the purposes of this CMP the term “Steering Committee” will be used to refer to this BMO, though the actual term given to this board can vary during CMP implementation.

The Steering Committee should be an inter-racial group comprised of less than 15 or 20 locals that have a vested interest in the HTURB. They should represent a diverse cross-section of the entire corridor and all communities should be represented, if possible. A diverse mix of public and private sector staff, including Chambers of Commerce and other similar entities, should be involved. The HTURB CMP Steering Committee is a good starting point and could transition into the permanent Steering Committee.

In addition to the Steering Committee sub-committees should be created to target key areas of concerns such as grants/funding, landscaping, promotion, conservation, etc. These sub-committees should contain individuals that have experience in the focus area and should consist of no more than three (3) to six (6) individuals in an effort to have a concentrated and effective voice and mission. Often, individuals may be involved in more than one (1) sub-committee. In addition, members of the sub-committees do not have to be members of the Steering Committee (managing board).



In the long-term the HTURB Steering Committee should look to form a staffed Byway Management Organization (BMO). A good example of this organizational model can be found with the Great Lakes Seaway Trail in New York State and Pennsylvania. The Great Lakes Seaway Trail formed a non-profit called the Seaway Trail, Inc. with offices in Sackets Harbor, New York. The organization currently (2012) has a full-time staff of five (5) persons and approximately 700 members. This model is one that the HTURB can strive for, especially given the long-term potential of an international HTURB corridor reaching from Maryland to Ontario, Canada.

In addition, Appendix C contains an example of Byway Management Organization agreement Bylaws that can be used to display and document the commitment by the Byway Management Organization (Steering Committee) members.