



# Mississippi River Parkway Commission

## Transportation Committee

### Work Plan for 2008-2009

#### Strategies:

- Increase community and government interest, support and networking of the Great River Road by utilizing partnerships
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

#### Tactics:

- Distribute an education and information program for stakeholders along the Great River Road
- **Creation of an electronic newsletter for communication to general commission and interested stakeholders**
- Coordinate communications between committees through networking of committee chairs

#### Work Plan items

- Provide content for a MRPC electronic newsletter

**Timeline for Implementation:** January, 2009

#### Strategies:

- Enhance the intrinsic qualities of the Great River Road
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities

#### Tactics:

- **Distribute an education and information program for stakeholders along the Great River Road**
- Coordinate communications between committees through networking of committee chairs
- Creation of an electronic newsletter for communication to general commission and interested stakeholders
- Develop and share ways to track promotional efforts

#### Work Plan items

- Create an inventory of transportation projects along the Great River Road

**Timeline for Implementation:** February, 2009 (done annually)

#### Strategies:

- Enhance the intrinsic qualities of the Great River Road
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities

#### Tactics:

- **Distribute an education and information program for stakeholders along the Great River Road**
- Coordinate communications between committees through networking of committee chairs

#### Work Plan items

- Meet with the committee chairs to discuss how the Power Points created in the Transportation Committee can be used as educational tools, especially with the marketing committee

**Timeline for Implementation:** April, 2009

**Strategies:**

- Enhance the intrinsic qualities of the Great River Road
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

**Tactics:**

- **Coordinate communications between committees through networking of committee chairs**
- Explore, develop and improve way-finding technologies (maps, signage, GPS, etc.)

**Work Plan items**

- Develop as a cooperative project with ERA, C&H and Marketing committees through meetings at the Semi-Annual Meeting

**Timeline for Implementation:** April, 2009

**Strategies:**

- Enhance the intrinsic qualities of the Great River Road
- Expand the Mississippi River and Great River Road marketing

**Tactics:**

- **Develop a financial plan to ensure organizational stability to determine possible sources of funds**

**Work Plan items**

- Utilize the “Annual Great River Road Transportation Investments Summary” to identify projects being developed that can serve to enhance GRR intrinsic qualities.

**Timeline for Implementation:** June, 2009

**Strategies:**

- Enhance the intrinsic qualities of the Great River Road
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities

**Tactics:**

- **Distribute an education and information program for stakeholders along the Great River Road**

**Work Plan items**

- Develop and present a training program to present at the 2009 MRPC Annual Meeting using the “Benefits of National Scenic Byway Designation” Power Points to emphasize the benefits of storytelling and promote the GRR Network of Interpretive Centers as a tool to educate stakeholders

**Timeline for Implementation:** Phase One (develop): April, Phase Two (finalize): June, Phase Three (presentation): September, 2009

**Strategies:**

- Enhance the intrinsic qualities of the Great River Road
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities

**Tactics:**

- Distribute an education and information program for stakeholders along the Great River Road
- **Develop and share ways to track promotional efforts**

**Work Plan items**

- Create a tracking plan to show the promotional efforts impacted by the “Benefits of National Scenic Byway Designation” Power Points, which will include a survey for presenters using the Power Points, collecting the surveys to prepare an annual summary with the number of times the presentation is used, collect feedback from the parties putting on the presentation, and put the presentation on the website in a PDF

**Timeline for Implementation:** September, 2009

**Strategies:**

- Increase community and government interest, support and networking of the Great River Road by utilizing partnerships
- Enhance the intrinsic qualities of the Great River Road
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

**Tactics:**

- **Create a partnership for various groups to participate with MRPC**
- Distribute an education and information program for stakeholders along the Great River Road
- Creation of an electronic newsletter for communication to general commission and interested stakeholders
- Coordinate communications between committees through networking of committee chairs

**Work Plan items**

- Distribute “Benefits of National Scenic Byway Designation” and “Applying Context Sensitive Solutions to the Great River Road” presentations and train MRPC members on its use to help describe specific projects or issues a partner may become involved in.
- Program meeting time at Semi-Annual meeting for Chairs to discuss a long term strategy.
- Investigate a presentation by Curt Pignato at the America's Byways Resource Center regarding partnerships for the Annual Meeting in Minnesota in September

**Timeline for Implementation:** September, 2009

**Strategies:**

- Increase community and government interest, support and networking of the Great River Road by utilizing partnerships
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- Expand the Mississippi River and Great River Road marketing

**Tactics:**

- **Create a partnership for various groups to participate with MRPC**
- Distribute an education and information program for stakeholders along the Great River Road
- Creation of an electronic newsletter for communication to general commission and interested stakeholders
- Coordinate communications between committees through networking of committee chairs

**Work Plan items**

- Create a scholarship/mentor program with colleges in each state to work with technical committees. Goal: one student per state to assist with specific work plan item(s).
- Review Arkansas State University's partnership on the NSB grants
- Program meeting time at Semi-Annual meeting for Chairs to discuss a long term strategy including Frank Nichols, Dr. Ruth Hawkins and possibly Dennis Adams.

**Timeline for Implementation:** September, 2009

**Strategies:**

- Identify federal, state and foundation funding

**Tactics:**

- **Develop a financial plan to ensure organizational stability to determine possible sources of funds**

**Work Plan items**

- Identify, monitor and advocate for Federal, State and foundation funding that can be applied to interpretive projects—including recommendation for lobbying for projects in Washington. NOTE: Technical committee members generally will not serve in an advocacy role.

**Timeline for Implementation:** Ongoing