

## Iowa's Byways Sustainability Project

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and

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# Iowa's Byways Sustainability Project Brain Child of Troy Seifert

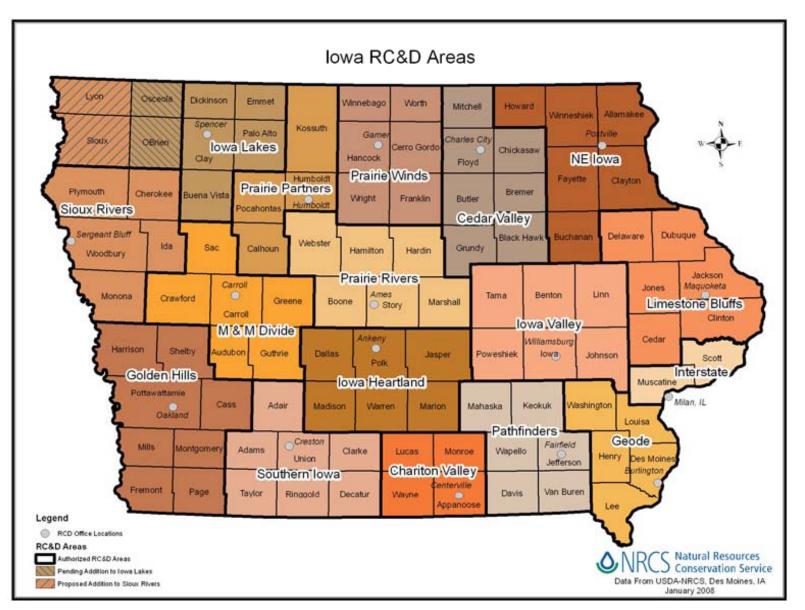


Systems Planning lowa Department of Transportation

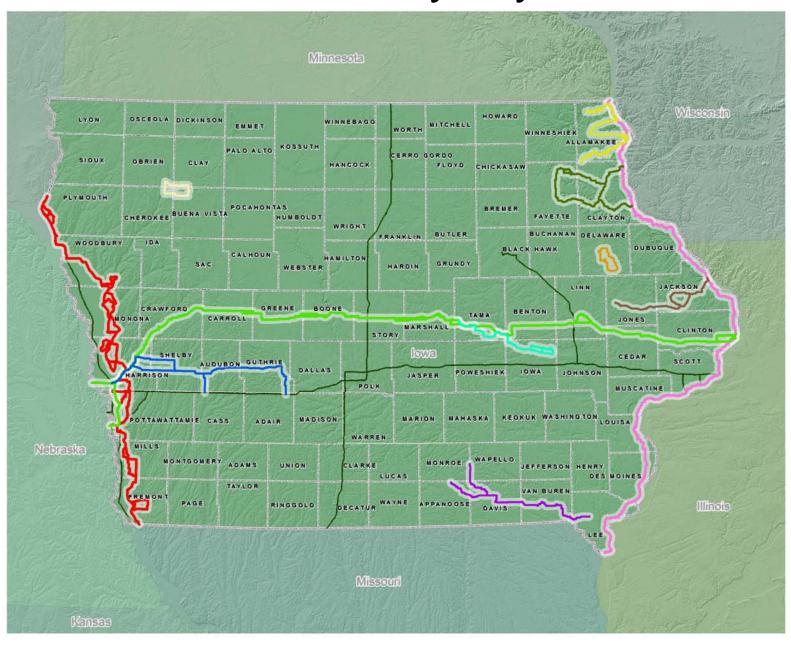
#### Why The Iowa's Byways Project?

- 9 Participating State Byways with
   11 Byway Segments
- 2 Established Byway Organizations
- 2 Developed Stakeholders
- 3 Corridor Management Plans
- Not Capitalizing on the Byway Opportunity

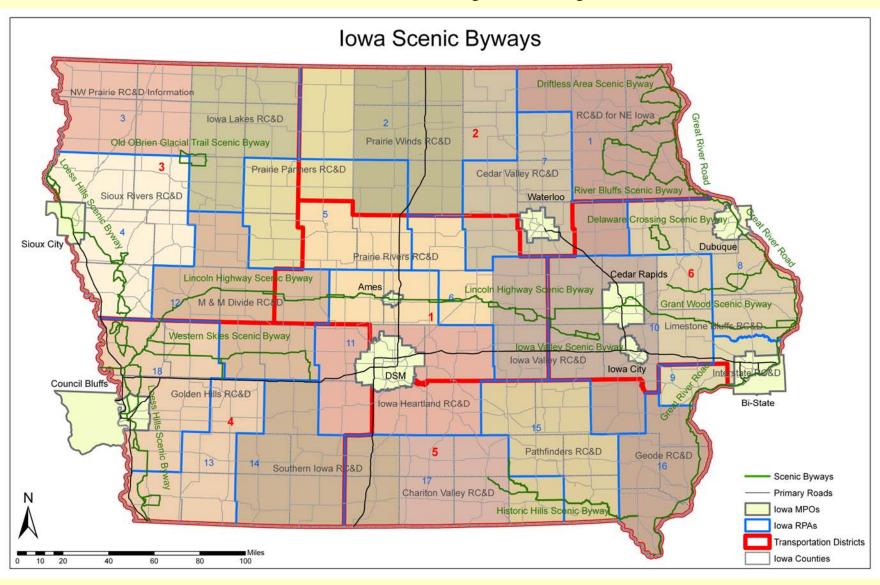
### Iowa's Resource Conservation & Development Areas



#### 10Was Dyways



#### Iowa's Byways



#### Work Products

- Develop Stakeholder Contact Lists
- Establish Byway Stakeholder Groups
- Conduct Annual Stakeholder Meetings
- Organize Volunteer Efforts for the Byway
- Establish Byway Councils
- Facilitate Development of Corridor Management Plan
- Participate in New Signage Program
- Develop Newsletters, Brochures, Websites etc.
- Assist with Grant Preparation
- Perform and Participate in Statewide Training



#### **Training Session**

#### **Project Details**

- Three Year Project Timeframe
- Agreements Established May 2008
- Kick Off July 2008
- Monthly Conference Calls
- Quarterly Training Sessions with the Assistance of the Byway Resource Center

\* All Byways have Part Time or Full Time Byway Coordinators

#### Corridor Management Training



#### Training Sessions So Far

- Introduction to Byways and the 6 Intrinsic Qualities
- Corridor Management Planning
- Signage Plan and Logos
- Websites

\*Participating in National On-Line Workshops



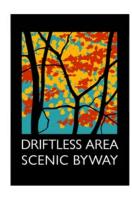


#### **Program Funding**

- Iowa Department of Transportation Staff
- Rural Community Development Initiative Staff
- Professional Photography Enhancement
- Geographic Information System Enhancement
- Training Expenses Federal Highway Administration Byway Program

#### Signage & Logos



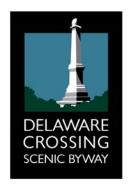




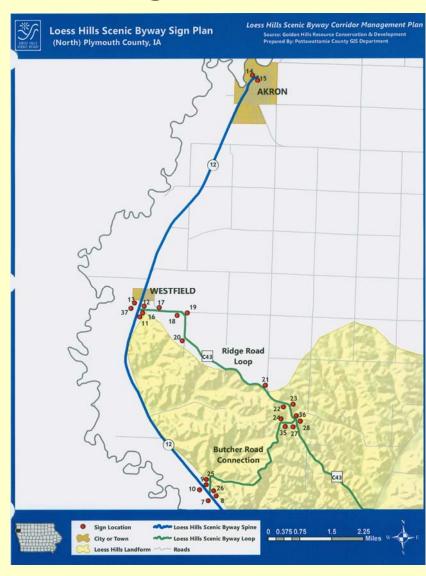








#### Sign Plan



#### **Training Sessions Planned**

July 2009 – Organization Sustainability

October 2009 - Interpretation



Western Skies Scenic Byway Meeting





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