

## A. Economic & Community Development – Goals, Objectives, & Actions

**Goal #1: Strengthen and diversify the agricultural economy by creating opportunities for local businesses and producers to expand their markets and increase revenues.**

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Support the promotion and development of locally produced food: maple products, meats, cheese, wine, jams, etc. thereby building on the byway’s “traditions” theme.	2-5 yrs.	Assistance may take the form of business planning and marketing assistance, workshops, and access to wholesale markets and retail outlets.	Cornell Cooperative Extension, Small Business Development Center, Chambers of Commerce, county economic development agencies, County Farm Bureaus, NYS Ag.& Markets, Producers Associations, SUNY Canton Ag. Program.
b.	Develop a comprehensive marketing plan that focuses specifically on the promotion of locally produced food products and how to connect that marketing effort into promotion of the scenic byway.	2-5 yrs.		Cornell Cooperative Extension, Small Business Development Center, Chambers of Commerce, Economic Development organizations, County Farm Bureaus, NYS Agriculture & Markets, Producers Associations, Adirondack North Country Assn., SUNY Canton Ag. Program
c.	Create a directory/brochure of locations where byway travelers can purchase locally produced food products and/or observe those products being made.	<2 yrs.	<p>Current locations include:</p> <ul style="list-style-type: none"> <li>• Several sugar bushes (maple products)</li> <li>• Kraft Cheese (cream cheese), Lowville</li> <li>• New vineyard, Lowville</li> <li>• Croghan Meat Market</li> <li>• Croghan Candy Kitchen</li> <li>• Heritage Cheese (cheese from Amish milk), Heuvelton</li> <li>• Farmers markets, several</li> </ul>	Cornell Cooperative Extension, Small Business Development Center, Chambers of Commerce, Economic Development organizations, County Farm Bureaus, NYS Agriculture & Markets, Producers Associations, Adirondack North Country Association (ANCA).

d.	Promote tours of alternative agricultural operations.	<2 yrs.	Examples include buffalo, grass-fed beef & elk farms, Basswood Lodge (farming & game hunting).	Same as above.
e.	Encourage local restaurants to offer maple products and other local foods	<2 yrs.		Same as above.

**Goal #2: Strengthen and diversify the craft products industry by creating opportunities for local businesses and producers to expand their markets and increase revenues.**

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Support the promotion and development of locally produced crafts & wood products through business planning, marketing assistance, and access to retail/wholesale markets.	2-5 yrs.		ANCA, Small Business Development Center, chambers of commerce, economic development agencies, Cooperative Extension.
b.	Create a directory/brochure of locations where byway travelers can purchase locally produced crafts and woods products.	2-5 yrs.	<u>Existing locations include:</u> <ul style="list-style-type: none"> <li>• Nolt's Country Store (north of Lowville), Amish and other local goods</li> <li>• Pickens Hall General Store (Heuvelton), sells Amish-made goods to the public and supplies to the Amish.</li> <li>• Rensselaer Falls has a newly refurbished store specializing in fabrics &amp; quilting materials.</li> <li>• VanHeuvel Bldg. (Ogd.) houses antiques and artisan wares.</li> </ul>	Same as above
c.	Support Traditional Arts of Upstate NY (TAUNY) and American Maple Museum in efforts to promote appreciation for traditional arts, crafts, and traditions.	<2 yrs.	Heightens appreciation of local products and increases the probability of additional purchases.	TAUNY, Maple Museum, ANCA, NYS Council on the Arts, artisan groups. SUNY Canton hosts several arts & crafts events.

**Goal #3: Support business activity that addresses gaps in goods or services.**

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Work with lodging owners to provide an aid package strategies that enable them to maintain their properties and stay in business	2-5 yrs.	Possible funding through Governor's Office for Small Cities (Hamilton Co. has had success through this program). NYSERDA provides Energy Audits and rebates for energy conservation measures.	Chambers of Commerce, private and local businesses, local and county economic development agencies, Small Business Development Center, Office for Small Cities, NYS Energy & Research Dev. Authority.
b.	Identify gaps in tourist-oriented goods and services. <ul style="list-style-type: none"> <li>• Provide financial incentives for businesses &amp; entrepreneurs to address those gaps.</li> <li>• Provide technical assistance and workshop training to help existing businesses address these gaps by diversifying or expanding their current offerings.</li> </ul>	2-5 yrs.		Chambers of Commerce, TPAs, local and county economic development agencies, Empire State Development,
c.	Provide and coordinate website links that help businesses to better reach the tourist market.	<2 yrs.		ANCA, TPAs, chambers of commerce, local businesses.

**Goal #4: Revitalize and focus growth and development in Central Business Districts through Main Street Revitalization planning and programs.**

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	<p>Plan for enhanced streetscapes, facades, commercial districts, village greens, and historic structures in village &amp; hamlet centers throughout the region.</p> <p>For byway travelers, the condition of these population and service centers significantly impact the quality of the traveler's experience and his/her overall impression of the region.</p>	2-5 yrs.	<ul style="list-style-type: none"> <li>• Villages of Lowville, Croghan, Harrisville, Gouverneur, Heuvelton, &amp; Canton, and City of Ogdensburg, all have various projects underway to restore facades, create trails, improve streets, etc.</li> <li>• DOT planning streetscape work through Lowville in 2009.</li> <li>• DOT planning streetscape work in Canton in early 2008.</li> <li>• DOT planning bridge reconstruction in Heuvelton in _____. Byway travelers will need to detour along the Canton loop.</li> </ul>	<p><u>Local partners:</u> Village/City boards, chambers of commerce, economic development agencies, business associations.</p> <p><u>State-level partners and/or funding programs:</u> DOT (streetscape design/construction, funding through Transportation Enhancements Program), Division of Housing and Community Renewal (NY Main Street Program), Office for Small Cities (Community Development Block Grant Program and Technical Assistance Strategic Planning Grants), Dept. of State (Quality Communities grant program and Local Waterfront Revitalization Program).</p>
b.	<p>Conduct Educational outreach to inform shop owners about visitor desirability for outlets featuring local product. Encourage use of byway themes in their marketing.</p>	<2 yrs. to 2-5 yrs.	Refer to Nolt's Country Store and the restored Pickens Hall (see Goal #2, above) for present examples.	
c.	<p>Encourage an antique theme for retail opportunities along the byway.</p>	<2 yrs.	Complements traditions theme and historic character.	
d.	<p>Utilize special events (farmers markets, festivals, etc.) to increase downtown activity and support foot traffic in the business districts.</p>	<2 years	Also see "Tourism Implementation Plan" for more info. on events	Chambers of commerce & event organizers.

e.	Develop self-guided historic walking tour program in downtowns with brochures, photo displays, & interpretation	<2 yrs.		Historians, historical societies, Chambers
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**Goal #5: Preserve the rural and historic character of byway communities.**

a.	Work with local historic interests to inventory, assess, and nominate historic sites or historic districts for the State and National Registers of Historic Places.	<2 yrs.	<p>Listing on the register allows non-profits access to historic preservation grants through the Environmental Protection Fund.</p> <p>Historic district listing strengthens applications for funding to support Main Street revitalization projects.</p>	<p>Planning offices, historical society, town or village boards, local historians.</p> <p>Technical assistance available through State Historic Preservation Office (Office of Parks, Recreation, and Historic Preservation).</p>
b.	Local Governments may consider participation in Certified Local Government Program (historic preservation).	2-5 yrs.	Allows access to CLG program funding, but requires local historic preservation law and higher level of local control than some municipalities are comfortable with.	Same as above. More program information available at <a href="http://www.nysparks.com/shpo/certified/index.htm">http://www.nysparks.com/shpo/certified/index.htm</a> .

## B. Tourism Development, Marketing, & Promotion – Goals, Objectives, & Actions

**Goal #1: Promote and encourage tourism commerce and communication between byway communities in order to enhance product image and strengthen marketing efforts.**

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Support state legislation that renames the Lowville-to-Ogdensburg scenic byway along NYS Route 812 as the “Maple Traditions Scenic Byway” (MTSB).	<2 yrs.	This name better reflects the character and image of the route; is a theme to which the byway communities along this route can relate; and provides a more coherent image for marketing purposes. <i>See detailed justification at the beginning of this CMP.</i>	All byway communities and stakeholders, ANCA, NYS DOT, State Legislature.
b.	Adopt a maple leaf logo as the official logo for the Maple Traditions Scenic Byway.	<2 yrs.	Although the maple leaf is currently associated with the Black River Trail Scenic Byway, that byway is seeking a new logo design.	ANCA, NYS DOT, stakeholder marketing team
c.	Establish a stakeholder marketing team to develop strategies and to coordinate marketing and promotion.	<2 yrs.		TPAs, LACs, Chambers of Commerce, ANCA, byway stakeholders.
d.	MTSB committee should periodically distribute a byway newsletter or “update” to byway stakeholders.	<2 yrs.	Could be as simple as a periodic email or establishment of a list-serve.	TPAs, Chambers of Commerce, Byway Communities, private & non-profit stakeholders
e.	Encourage use of byway themes to enhance byway marketing and business promotion opportunities.	<2 years	Themes: maple, traditional arts, agriculture, Amish culture, history, antiques, recreation.	

f.	Encourage collaboration amongst chambers of commerce and tourism promotion agencies to work on MTSB promotional efforts. Encourage byway municipalities to participate in finance of advertising.	<2 years		TPAs, Chambers of Commerce, byway municipalities.
g.	Work with ANCA to support and participate in the overall development and promotion of the scenic byway system	<2 yrs.		TPAs, chambers, all byway stakeholders, ANCA

**Goal #2: Improve the availability of basic tourist information and comfort facilities to enhance visitor experience.**

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	At a minimum, byway lodging establishments should consider participating in an online “lodging availability” system, even if they do not want to do online reservations. (Note: It is not necessary for establishments to have their own website in order to participate in such a service.)	<2 yrs.	<ul style="list-style-type: none"> <li>• Would require a TPA or other regional entity to host the site.</li> <li>• Thousand Islands International Council is investigating such a system in neighboring Jefferson County.</li> <li>• Service enhances the tourist experience by saving them time calling establishments that might be already booked.</li> </ul>	Commercial lodging establishments, TPAs, Chambers of Commerce.
b.	Provide training and/or technical assistance to lodging facilities for maximizing use of computers to provide availability info. and, if desired, to utilize online reservations. Training and technical assistance should also be provided in the design of attractive websites.	<2 yrs.	Many sites are not user friendly and/or could use better graphics or photographs to project a better quality image.	Universities (Canton, St. Lawrence, Clarkson), TPAs, chambers, Small Business Development Center
	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>

c.	<p>Establish tourist information centers or kiosk in each community and at major crossroads locations to provide useful wayfinding information to tourists.</p> <p>Coordinate with goal 2(d) below.</p>	<2 to 2-5 yrs.	<p>Could be established at picnic/rest areas, in village centers, or at gas stations along the route (may help draw more business for stations).</p>	<p>Municipalities, chambers, TPAs, local business partners.</p>
d.	<p>Develop picnic/rest areas with comfort stations along byway stretches with no other services.</p> <p>Coordinate with goal 2(c) above.</p>	2-5 yrs.	<ul style="list-style-type: none"> <li>• Opportunity to provide tourist info.</li> <li>• Provides travelers a place to stop, stretch their legs, enjoy a view, and relieve themselves.</li> <li>• Picnic areas might be established and maintained by service stations/convenience stores to increase patronage.</li> </ul>	
e.	<p>Offer hospitality training for owners and frontline staff of byway venues, facilities, shops, gas stations, etc. on how their customer interactions contribute to the overall tourist experience and, ultimately, to their business revenues.</p>	<2 yrs.		<p>TPAs, Chambers of Commerce.</p>
f.	<p>Develop website capacity to provide centralized information on byway resources, attractions, services, and events.</p>	<2 yrs.		<p>TPAs, Chambers of Commerce, ANCA</p>

**Goal #3: Develop theme-based packages and tourism guides to enhance the byway experience and extend visitor stays.**

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	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Develop a byway brochure featuring the region, its resources, and the byway experience.	<2 yrs.	Include byway map and website links for more information and custom itineraries.	
b.	Develop a “Byway Buffet” guide, or similarly-themed brochure, identifying retail outlets for purchasing local food products and/or guide to dining establishments featuring regional foods.	<2 yrs.	<p>Capitalizes on food as a major people draw and on growing trends for people to take a greater interest in knowing where their food comes from.</p> <p>Could include recipes featuring maple products, cheese, meats, and other local food products.</p> <p>Revisit and expand upon 2002’s “New York State ‘a la carte” promotion with Motel 6 personality Tom Bodette.</p>	Chambers & TPAs, food producers, eating establishments, county farm bureaus, Cooperative Extension, producers associations, ANCA, NYS Ag. & Markets.
c.	Promote local crafts and traditional arts through publication of a specialized guide and/or developing marketing and sales strategies that highlight these products in stores or other venues frequented by visitors.	<2 yrs.		Chambers & TPAs, crafters & artisans, Cooperative Extension, TAUNY, ANCA.
d.	Develop a byway antiques guide and complementary event.	<2 yrs.	<ul style="list-style-type: none"> <li>• Raise awareness through an annual “Byway Antiques sale” as a multi-day event.</li> <li>• Could incorporate an “Antiques Road Show” type appraisal event.</li> </ul>	Chambers & TPAs, antique shop owners.

e.	Develop local history guide(s).	<2 yrs.	Historical themes: local culture, military, agriculture, mining, CCC camps, railroads.	Local historians, historical societies, museums, and TPAs.
	<b><u>Action</u></b>	<b><u>Est. Time Frame</u></b>	<b><u>Comments</u></b>	<b><u>Potential Partners/Stakeholders</u></b>
f.	Develop outdoor recreation guide(s) and suggested itineraries.	<2 yrs.	<ul style="list-style-type: none"> <li>• Available recreation activities identified in recreation narrative.</li> <li>• Be creative—i.e. Develop bicycle route highlighting local history or area farms.</li> <li>• Expand upon St. Lawrence County’s current promotion of geocaching.</li> <li>• Develop guide to birdwatching areas.</li> </ul>	Chambers, TPAs, historical community, bicycle clubs, NYS Dept. of Environmental Conservation, Sportsmans organizations, bird clubs, local chapters of the Adirondack Mountain Club.
g.	Create “rainy day” guide or package for rainy days in summer and inclement winter weather or thaws.	<2 yrs.	Alleviates disappointment when weather does not cooperate with visitors’ plans to enjoy the outdoors. Provides an incentive for longer stays or return visits.	Chambers & TPAs, public and private attractions, businesses.

**Goal #4: Support the development and promotion of special events in byway communities.**

	<b><u>Action</u></b>	<b><u>Est. Time Frame</u></b>	<b><u>Comments</u></b>	<b><u>Potential Partners/Stakeholders</u></b>
a.	Coordinate a four season events calendar.	<2 yrs.		Chambers of commerce, TPAs, events organizers.
b.	Encourage the continuation and creation of events that capitalize on and highlight byway themes.	<2 yrs.	Maple festivals, heritage celebrations, military re-enactments, kayak & canoe	Chambers, TPAs, event sponsors/organizers.

			events, traditional arts, antique festivals, fishing derbies, bicycle & running events.	
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## C. Recreation – Goals, Objectives, & Actions

### Goal #1: Enhance and promote existing recreational opportunities

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Work with agencies to improve parking and access at sites for hikers, canoeists, kayakers, cyclists, fishermen, and other recreationists.	2-5 yrs.	<ul style="list-style-type: none"> <li>• Need better parking and signage for Oswegatchie fishing access.</li> <li>• Additional sites to be named following thorough inventory and assessment of conditions.</li> </ul>	NYS-DEC, counties, recreational-oriented clubs and organizations.
b.	Promote greater awareness of existing recreational opportunities through brochures, signage, and website links.	<2 yrs.	<ul style="list-style-type: none"> <li>• Lake Bonaparte could use better signage.</li> <li>• Huck and Moon lakes are underutilized for trails &amp; fishing.</li> <li>• Additional sites to be added following inventory.</li> </ul>	TPAs, chambers of commerce, ANCA, recreation groups.
c.	Explore the possibility of creating land and water trail linkages between existing trail systems (motorized and non-motorized).	2-5 yrs.	SUNY Canton has a new trail along the Grasse River suitable for cycling, hiking, and cross-country skiing. Also offers birdwatching and wildlife viewing opportunities. Access from the campus, Rt. 68, & Riverside Drive. Improve connections to downtown and Heritage Park (see Goal #2.c. below). Needs kiosk and trail map.	Trail organizations, NYS DEC, counties, municipalities.  For SUNY Canton trail: SUNY Canton, Village of Canton, & TAUNY.

**Goal #2: Create additional recreational opportunities that extend visitor stays or encourage repeat visits to the region.**

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Support pedestrian/bicycle use of railroad corridors as rails- with-trails or rails-to-trails as opportunities arise.	2-5 yrs.	Village of Lowville has received Transportation Enhancement Program grant to purchase village portion of RXR and convert to trail usage. County or other entity may acquire corridor segment(s) outside village.	NYS-DOT, Village of Lowville, Town of Lowville, Lewis County, local snowmobile club(s), People for the Advancement of Culture & Recreation (PARC).
b.	Support implementation of current planning effort for Taylor Park on the Grasse River.	2-5 yrs.	Planning effort underway. Paddling opportunities abound.	
c.	Support TAUNY effort to develop Heritage Park and Willow Island on the Grasse River. Look for connection to SUNY Canton trails (See Goal 1.c., above).	2-5 yrs.+	Highlights local history and creates downtown pedestrian opportunities.	TAUNY, Village of Canton, SUNY Canton.
d.	Support Ogdensburg's project to extend the Maple City Trail 2-1/2 miles to connect downtown with Route 812.	2-5 yrs.		City of Ogdensburg
e.	Support local and regional efforts to expand four-season recreational activities.	2-5 yrs.		

## D. Signage & Interpretation – Goals, Objectives, & Actions

### Goal #1: Enhance wayfinding and strengthen byway identity through an effective directional signage program.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Utilize an effective byway logo (i.e. maple leaf) on all directional signage along the byway.	2-5 yrs.	Include signage for proposed alternate byway loop through Canton along Routes 11 & 68.	ANCA, NYS DOT
b.	Properly identify and sign access points to byway resources (attractions, trailhead parking, tourist facilities).	2-5 yrs.		ANCA, NYS DOT
c.	Include mile distances on directional signage to byway related attractions more than a ½ mile off the byway.	2-5 yrs.	Gives travelers security in knowing they are not lost if attraction/resource is some distance from byway.	ANCA, NYS DOT, Local and county highway departments (for signage on town/county roads).
d.	Locate information kiosks with locator maps at strategic locations along the byway. See also Goal #B.2.c.		<u>Possible locations:</u> International Bridge, Ogdensburg Junction of Rt. 812/Rt. 37 Junction of Rt. 812/Rt. 11 Heuvelton Downtown Canton Coopers Corners Richville Pitcairn, Jnct. Rt. 812/Rt. 3 Harrisville Croghan Lowville	ANCA, NYS DOT, TPAs, chambers of commerce

e.	Host workshops for local highway departments on NYS Signage Manual and highway signage strategies in order to encourage effective and attractive use of signage on local and county roads in the byway corridor.	<2 yrs.		Instructors: NYS DOT and Cornell Local Roads Program.  Audience: Village DPWs, Town & County Highway Departments.
f.	Provide assistance in the design of attractive welcome signs at the entrance to byway communities.	2-5 yrs.		ANCA, Chambers of Commerce, Town & Village governments.

**Goal #2: Enhance visitors' and residents' understanding and appreciation of byway resources through education & interpretation.**

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Develop thematic signage program that connects interpretive signage to the overall byway image (i.e. "brand") and experience.	2-5 yrs.		ANCA, NYS DOT, TPAs, chambers of commerce.
b.	Provide interpretive signage, print materials, and web content that complement thematic promotions identified under "Tourism" goals.	2-5 yrs.	<ul style="list-style-type: none"> <li>• Historic site markers &amp; interpretive signage.</li> <li>• Pedal through history bicycle routes</li> <li>• Environmental interpretation along trails or at environmentally significant sites.</li> <li>• Birding trail</li> <li>• "Community history" kiosks or signage</li> </ul>	ANCA, TPAs, chambers of commerce, historians, historical societies, environmental organizations, town and village boards.

## E. Transportation & Safety – Goals, Objectives, & Actions

### Goal #1: Provide for the safety of all Byway users.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Work with the state and local governments to ensure proper signage alerting travelers to intersections; crossings of trails and bicycle/pedestrian ways; shared use of roadways with bicycles, farm equipment; and Amish horse-drawn buggies & wagons. Ensure that directional signage is easily readable at traveling speeds.	Ongoing		Local government officials, local and county highway departments, NYS-DOT.
b.	Plan for the inventory and evaluation of roadside shoulders, pullouts, and parking areas used for rest stops, scenic photo opportunities, hunting areas, and access to byway resources (trails, waterways, picnic areas, historic sites, etc.). Coordinate this inventory with an evaluation of passing lanes in these same areas.	2-5 yrs.	Low traffic volumes on some segments of NYS Route 812 might cause both pedestrians and motorists to “drop their guard” on blind curves and when crossing the road.	Local government officials, local and county highway departments, NYS-DOT, and NYS-DEC.
c.	Support DOT and local government efforts to enhance safety in hamlet areas through traffic calming techniques or control devices that blend with the character of the hamlet.	2-5 yrs.	In low density development hamlet areas, motorists sometimes drive through at faster than posted speeds.	Local government officials, local and county highway departments, NYS-DOT.
d.	Evaluate shoulder widths and surface conditions in terms of their safety and accommodation for bicycle use.	2-5 yrs.		Local government officials, local and county highway departments, NYS-DOT, and local cycle clubs.

e.	Evaluate existing and potential conflicts involving snowmobiles and ATVs along the byway corridor. Work with local interests to identify, mark, and provide signage for trail crossings and trailer parking areas.	<2 yrs.		Local government officials, local and county highway departments, NYS-DOT, local snowmobile and ATV clubs.
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**Goal #2: Continue to improve Maple Traditions Scenic Byway Transportation Infrastructure.**

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Work to improve collaboration between local governments and NYSDOT to monitor needed capital improvements and maintenance schedules	Ongoing	One example: DOT reconstruction of Route 812 bridge in Heuvelton will involve an 18-month +/- detour along the Canton loop for those traveling to/from Ogdensburg.	Local and county government and highway departments, NYSDOT.
b.	Encourage DOT and local governments to maintain roadways to the new State standard of “A state of good repair.”	Ongoing		Local and county government and highway departments, NYSDOT.
c.	Encourage and support DOT’s “context sensitive design” and the application of smart-growth principles in all infrastructure projects.	Ongoing	Communities must live with the final product for the long-term. Need to ensure that projects complement community character and give full consideration to pedestrian and bicycle issues as well as to tourist safety and the byway experience.	Local & county officials and highway departments, NYSDOT, chambers of commerce, TPAs, county planning departments.

**Goal #3: Promote and increase linkages and connections for the use of and access to multi-modal forms of transportation.**

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Promote linkages with existing and proposed regional corridor routes including Black River Scenic Byway, Black River Blueway Trail, Beaver River Canoe Route, Olympic Trail Scenic Byway, Seaway Trail.	<2 yrs.		TPAs, Chambers of Commerce, ANCA, NYSDOT, NYS Tug Hill Commission, corridor communities, and interested stakeholders.
b.	Support and encourage the development of off-road, multi-use trails along the byway and in byway communities.	2-5 yrs.	Including new trail development and improvements to existing trails such as those along the Oswegatchie and Grasse rivers, Ogdensburg's Maple Trail along the St. Lawrence, Heritage Park and SUNY Canton trails in Canton, the Beaver River in the Croghan area, and state forest trails along the entire route.	Local officials, NYS DEC, local trail/recreation clubs, chambers of commerce, interested stakeholders specific to each project.
d.	Collaborate with local and regional interests to develop non-auto multi-modal links between communities for walking, biking, and canoeing. Address need for supporting infrastructure such as bike lanes, bike racks, canoe launches, etc.	2-5 yrs.		Local government, county government, NYSDOT, NYS DEC, local trail/recreation clubs, chambers of commerce, Brookfield Power (Beaver River Canoe Route), and interested stakeholders specific to each project.
e.	Support use of the Lowville-to-Croghan segment of the Lowville and Beaver River Railroad for passenger train excursions.	2-5 yrs.	Railroad Society of Northern NY is in process of acquiring corridor and has occasionally offered excursions on their train, currently housed at the railroad museum in Croghan.	Railroad Society of Northern New York, Genessee Valley Transportation Authority/Lowville & Beaver River Railroad Co., and Lewis Co. IDA.

e.	Advocate for the continuation of commercial flight service into Ogdensburg.	<2 yrs.	Big Sky airlines ceased operations as of 1/7/08. Discussions underway with potentially interested airlines.	Ogdensburg Bridge & Port Authority, city & county economic development organizations, elected officials.
d.	Investigate opportunities for public transportation within and between byway communities for both visitors and residents alike to move between communities and venues for their convenience and comfort.	2-5 yrs.	St. Lawrence Co. operates a public buses out of Ogdensburg along the east/west arteries connecting the major urban centers, but neither county has current plans for anything along Route 812. Would be appropriate to test for byway-wide special events (such as the Maple Festival).	Local transportation planners, public officials, and/or events organizers.

## F. Stewardship – Goals, Objectives, & Actions

### Goal #1: Preserve & promote historic and scenic resources along the byway corridor.

	<u>Action</u>	<u>Est. Time Frame</u>	<u>Comments</u>	<u>Potential Partners/Stakeholders</u>
a.	Provide training and technical assistance to local historical societies and other museums for inventorying, preserving, displaying, and interpreting collections.	2-5 yrs.	In addition to preserving important artifacts, quality displays and interpretive materials increase visitor appeal, thereby encouraging higher tourist visitation numbers as well as greater local appreciation for these assets.	Local museums, historical societies, Association of Public Historians of New York State, NYS Archives and Records Administration, New York State Council on the Arts, Institute of Museum Services.
b.	As already stated in Goal A.5.a., Work with local historic interests to inventory, assess, and nominate historic sites or historic districts for the State and National Registers of Historic Places.	2-5 yrs.	Register listing comes with funding opportunities and/or tax incentives for restoration and preservation of historic structures.	Historic property owners (private, public, and non-profit owners), historical societies, historians, and OPRHP's State Historic Preservation Office.
c.	Support the preservation of open space and scenic vistas (farmland, forests, water bodies) that enhance the byway traveling experience.	2-5 yrs.	Protection efforts may involve a wide range of conservation easement agreements or outright purchase of key properties. Easements could be written to limit development while still allowing owners to use the property for farming or woodlot management.	Land trusts, counties (farmland protection plans), Cooperative Extension, NYS Ag. & Markets, NYS Dept. of Environmental Conservation.
d.	Work with local historians to collect, update, and document local histories for MTSB communities.	<2 yrs.	The 3 colleges also have interesting histories worth promoting.	Local historians, historical societies, colleges

e.	Support TAUNY efforts to preserve and promote the traditional arts	<2 yrs.	TAUNY maintains exhibits, preserves oral histories, and retails relevant items.	TAUNY, chambers, TPAs, ANCA
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