



Project Summary 2011

SB-2011-ME-56702: **Acadia Byway Visitor Interpretation for Multimodal Travelers**

State Submission Date

May 23, 2011

Division Submission Date

not submitted

State Priority

0

This application must be completed online at <http://www.bywaysonline.org/grants/>, and submitted electronically and in printed form.

Application Checklist

The following statements are for informative purposes. Please read and check each statement.

- I understand that this is a reimbursement program - funds are not available up-front.
- I have reviewed and responded to the Complete Application statements as outlined in the Grants Guidance.
- I have been in touch with the State scenic byway coordinator and have responded to recommendations or requirements of the State.
- I have verified with the State byway coordinator that this proposed project can receive authorization to proceed from the State and FHWA division before the end of the fiscal year for which the application is made.

Project Category

Which category best describes the location of this project?

- Project that is associated with a highway that has been designated as a National Scenic Byway, All-American Road, or one of America's Byways.
- Project along a State or Indian tribe scenic byway that is carried out to make the byway eligible for designation as a National Scenic Byway, an All-American Road, or one of America's Byways.
- Project that is associated with the development of a State or Indian tribe scenic byway program.
- Project along a State or Indian tribe scenic byway.

Choose from the following categories of eligible work the type that best fits your project.

- Byway Programs
- Corridor Management
- Safety Improvements
- Byway Facilities
- Access to Recreation
- Resource Protection
- Interpretive Information
- Marketing

Is this application a resubmission of an unfunded project from a previous year?

- Yes
- No

Project Location

State(s) involved in project:

Maine

Indicate the byway's regional location within the State. Reference prominent landmarks such as parallel major highways, natural features, counties, or large cities, that makes the byway(s) easy to locate in a road atlas.

Begins on Rout 3 at the Ellsworth-Trenton town line, goes south through Trenton and Bar Harbor and on the Acadia National Park loop road. Map attached

Briefly describe the project's location(s) on the byway using references to route numbers, byway gateway communities, project location communities and landmarks so any reviewer can identify the project sites.

These proposed sites are located at the Hancock County Bar Harbor Airport, Trenton Boat ramp and the Agamont Park Cruise Ship Terminal on the Acadia Byway. A map indicating these locations is attached.

Associated Byways

State	Byway Name
	ME - Acadia All American Road

Is this project consistent with the Corridor Management Plan(s) for the byway(s) involved?

- Yes
- No / CMP not available

Congressional Districts

State	District	Representative (at time of application)
ME	2	Michaud, Michael H.

Abstract

Project Description

Complete the sentence "This project will..." before adding remaining information.

This project will add interpretive signs at three multi-modal visitor reception areas on the Acadia All American Road. The Hancock County Bar Harbor Airport, Trenton marine facility and the Bar Harbor cruise ship terminal receive tens of thousands of visitor every summer by air and water. Many other visitors come to these sites by automobile and bus. These are key locations for us to tell our story and build awareness of the byway.

Byway Benefits

Complete the sentence "This project benefits the byway traveler by..." before adding remaining information.

This project benefits the byway traveler by providing gateway reception, interpretive information and information about recreational opportunities. Visitors arriving by a car, bus, plane, boat and cruise ship will get a quick introduction to the

regions many natural, scenic, recreation and historic assets and will learn about this region's indigenous and "rusticator" cultures, maritime and aviation history.

Narrative

Project Summary

Completely describe all the major elements of your proposed project in a concise but complete summary.

Every year up to two hundred thousand of visitors arrive on the Acadia All American Road by airplane, boat and cruise ship along with more than two million that arrive in cars and motor coaches. This proposal places interpretive and wayfinding information to serve all segments of our visitor at three intermodal locations along the byway.

Route Three was first designated an All American Road in 2000 at a ceremony held at the small and notably scenic Hancock County - Bar Harbor Airport, though at the time this facility was not on the byway. In 2009 All American Road designation was extended to include Route 3 through the Town of Trenton. The new starting point offers visitors added amenities and scenic views of Acadia National Park as they travel south on Route 3 including the airport.

The Hancock County - Bar Harbor Airport (www.bhbairport.com), located immediately adjacent to the byway, provides scheduled commercial flights year round from hub airports, particularly Boston. The airport also serves a variety of owner operated and charter flights connecting this region to the world. The airport is also served by the free "Island Explorer" (www.exploreacadia.com), local taxi services and car rentals.

The extension of the Acadia All American Road also incorporates an historic sea-plan ramp into the MDI Narrows, the best water access for boating anywhere on the byway. The seaplane ramp, built by President Franklin Roosevelt's Citizen Conservation Corpse is an under-used asset on the byway that has the potential to become a popular picnic area and hub for recreational boating. This facility offers free public access to MDI Narrows and the vast expanses of Frenchman Bay and Blue Hill Bay as well as Jordan River and Union River estuaries.

A dramatic change for the byway has been the rapid increase of cruise ship visits to Bar Harbor. Ships as large as the Queen Mary and Crown Princess now make regular stops in Bar Harbor, bringing as many as 3,000 visitors in one ship. The 2011 Cruise Ship schedule, included as an attachment, indicates that 118 cruise ship visits this summer will bring as many as 163,682 visitors, as well as the potential for 69,142 cruise ship staff visits. The point of disembarkation, next to Agamont Park, presents visitors with a number of options including tour bus, Island Explorer shuttle buses, walking in the village commercial center and town park or walking on the shore front path.

In addition to cruise ship visitors, this popular location in Bar Harbor is packed with visitors that have arrived by automobile, tour bus, private boats, bicycles and Island Explorer Shuttle Buses. In short, the Agamont park vicinity is an ideal location to provide interpretive information and wayfinding assistance for multi-modal visitors. Scenic photos of Agamont Park and visiting cruise ships are attached.

This project leverages the scenic, historic and recreational potential of this facility, to greet visitors and provide them with information about the Acadia All American Road, the scenic views they are enjoying at these facilities and the history of visitation to this area by sea and air.

Specifically, this project creates interpretive areas for visitors that arrive by land, air and sea, their associates who often come to the facility to greet their arrivals as well as other visitors seeking access to the salt water with their motor boats, sail boats and kayaks.

1) Airport Terminal Outdoor Interpretation Area - This proposal will fund an outdoor information kiosk to provide visitors and those greeting them with granite benches, three interpretive panels highlighting the history of local aviation, things to discover along the Acadia All American Road and a description of the natural resources seen from this vantage point. These signs will conform to the Maine style guidelines for interpretive panels. A sample sign is included as an attachment. The airport will provide the land, parking area and matching funds for this element. This proposed grant will pay a portion of the costs for designing, building and installing three interpretive panels and two granite benches. Specifications for the interpretive panels are attached.

2) Mount Desert Island (MDI) Narrows Seaplane and Boat Ramp area: While the core facility is in excellent condition, the surrounding area will require improvements. This proposal complements private and grant funds for landscaping, better organized parking, building a walking trail, installation of picnic tables, benches, interpretive and way-finding signs. Interpretive themes will include the natural eco-system of MDI Narrows, the history of local boat building and an account of the Citizen Conservation Corps role in creating this unique facility. This grant would focus on creating interpretation and amenities while transportation enhancement funds that have already been awarded to the Town of Trenton construct walking paths, improved parking and landscaping. The anticipated cost of trails and improvements is greater than the amount requested in this proposal, but is not eligible to be considered as matching funds and is therefore not included in the budget.

3) Bar Harbor Agamont Park area - includes a seaside park, boat landing facilities, a bay side trail and a very busy seasonal retail center. Byway funds at this location would be used to create and install interpretive panels and amenities at locations convenient to multi-modal visitors.

A combination of funds will be used for this project including local and private airport funds, fees paid by cruise ships for docking, a transportation enhancement grant that was awarded in 2010 and this scenic byways grant request. The budget provides a detailed account of ways and means. The byway's role in this project is to help us tell our story to visitors and to provide much sought-after information on things to do on the Acadia Byway, including options for hundreds of thousands of visitors that do not have private automobiles.

Benefit to Byway Traveler

Describe how the proposed project will benefit a byway traveler, add to their travel experience or fulfill an important objective of your CMP.

Attracting a broader cross section of visitors

This region, particularly Acadia National Park has more than 3,000,000 visits per year. State and local leaders in tourism are working to provide access to the Acadia All American Road and other popular destinations for international visitors and others that prefer to travel by air, water and motor coach.

Creating a stronger, more diversified portfolio of customers

Recognizing the likelihood that the future holds greater diversity of transportation modes, this byway is creating and improving multi-modal access throughout. Visitors by air, water, bicycle and motor-coach bring opportunities to the region, and will benefit from our efforts to educate and guide them during their visit.

Preparing for Peak Oil and Population Aging

A byway that only caters to private automobiles may experience more dramatic fluctuations in visitation as fuel prices surge up and fall back. We have seen our visitation numbers move with fuel prices, and will benefit by transportation diversification.

In addition to rising fuel prices, this state is a bell weather for population aging. Many towns in Maine have median ages rising well above 50 and fast growing populations over 70. Our visitors are also aging and coming by tour bus and cruise ship rather than the long drive it takes to get here from urban markets. We must learn to accommodate an older, non-driving tourism segment or we will miss out on this rapidly expanding demographic.

Mitigating traffic congestion and air contamination

A significant challenge for heavily used tourism destinations is protecting the intrinsic values that attract visitors. In the case of Bar Harbor and Acadia National Park, there simply is not enough parking, and in many cases there is not enough road capacity for the number of cars arriving each day. Most visitors would prefer not to spend their vacations hunting for a parking space, sitting in traffic and breathing exhaust fumes. We have created much of the core infrastructure for accommodating visitors without cars. We now hope to expand our provision of information and educational materials for all visitors, but particularly those that have helped us by leaving their cars at home.

Improving quality of experience

Visitors that arrive by any and all modes of transportation will benefit by strategic placement of interpretive and wayfinding information at multimodal centers along the byway. In the case of the Acadia All American Road, these multi-modal centers turn out to be extremely scenic locations with great stories to tell. One of several notable benefits of including this airport as an interpretive and way-finding area is the stunning view visitors enjoy at the airport, boat facility and Agamont Park area. Attached photographs illustrate what visitors see. Additional interpretation will help to launch them on their path to discovering these and other natural resources found along the byway.

The airport, seaplane ramp and harbor also have their own interesting stories to tell. The rise of air travel to the region and the employment of depression era Citizen Conservation Corps workers make great reading while waiting for a plane or waiting for the Island Explorer bus to pick you up and take you to the Gateway Center or onto Mount Desert Island.

Implementing the Corridor Management Plan

Our Corridor Management Plan includes the goal to make visits to this byway an educational and recreational experience. We have also stressed the importance of enhancing facilities in Trenton to make this a destination and part of the Acadia Byway experience. These informational areas will help us to achieve both of these goals and will significantly enhance visitor appreciation and enjoyment of the Acadia All American Road.

Prior Projects

Describe any relationship between this project and previously funded National Scenic Byways Program grant projects. In addition, discuss how the proposed work relates to any multi-year work plan byway leaders have developed.

The Acadia All American Road has received Seed Grants in 2001, 2002 and 2005. These grants provided resources to prepare the initial Corridor Management Plan as well as the 2010 Trenton Extension Corridor Management Plan. Each phase of the planning process has engaged partner organizations, stakeholders and interested citizens in identifying our intrinsic values, prioritizing concerns and setting goals and objectives.

This proposal implements goals that are clearly articulated in the CMP. In particular, this proposal seeks to promote education, resource conservation and alternative transportation.

Goal 4: Promote Education on the Need for Resource Protection and Preservation

1. Identify historical landmarks and create interpretive signage in conjunction with the Bar Harbor Historical Society and the Abbe Museum.
2. Identify natural resources and create interpretive signage in conjunction with Acadia National Park and Friends of Acadia.
3. Provide interpretive information at scenic turnouts on scenic, historic, and cultural assets
 - Conduct a Historic Resources Survey of the entire corridor.
 - Use survey results to inform interpretive signage

Goal 5: Promote Sustainable Economic Development and Tourism Management

1. Support sustainable tourism activities of local business, the Chamber of Commerce, and tourist information offices.
 - Provide the local organizations and businesses with information about the Byway to be incorporated in their educational materials
 - Encourage local businesses to invest in low impact and educational tourism in the region such as eco-tourism

- Emphasize education about the Byway within the immediate region to assist visitors who are already here rather than external promotion to attract visitors
- 2. Support education around historical and natural resource assets to encourage ecological awareness among residents, tourists, and investors
 - Develop interpretive signage along the Byway describing historical and natural resources and educating readers about the ways to help preserve these assets
 - Provide information to businesses interested in locating or expanding on the Byway with information about low-impact design options
- 3. Advocate for transportation alternatives for tourists to reduce automobile congestion
 - Work with the towns and the Mount Desert Island Bicycle Association to design and market safe bicycle tours on the Byway and connected roads.
 - Support construction of infrastructure and operations of the Island Explorer bus system and promote intermodal facilities.

A 2010 Acadia Byway Visitor Wayfinding and Byway Beautification Project grant provided funding for our highest priority, to create a gateway for the byway and beautify new sections of the byway in Trenton. This proposal dovetails with those projects by extending our interpretive and wayfinding programs to meet the needs of our growing numbers of visitors at three intermodal facilities. Our intermodal program is already significant, but it is part of a multi year effort that includes construction of the \$21 million intermodal “Acadia Gateway Center” in Trenton. That center will not be online for several years, but will help us to move more visitors out of their cars and onto our Island Explorer transit system, further reducing congestion, pollution and improving visitors experience of this unique resource.

Project Coordinator

Please provide contact information for a person responsible for this project.

Name: Anne Krieg

Title: Planning Director

Organization: Town of Bar Harbor

Address: 93 Cottage Street
Bar Harbor, ME 04609

Phone: (207) 288 3329

Fax: (207) 288 3032

E-mail: planningdirector@barharbormaine.gov

Work Plan

Milestone/ Task	Start Date	Duration	Responsible Party	Justification
Establish funding agreement with State	AAD*			
Planning and Administration	AAD + 1 day*	12 months	James Fisher, Planner, HCPC	<p>Planning will focus on design of the three proposed interpretive facilities, developing the interpretive panel concepts, engaging the community and creating bid packages for work to be completed. Products will include conceptual designs for panels and wayfinding kiosks, location analysis and landscape site design.</p> <p>Preliminary engineering will be required to produce detail plans for the seaplane boat ramp area, but will not be paid for with byway funds.</p> <p>Administration will include creating a detailed project time line, implementation plan, protocol for local project administration to conform with federally funded project requirements and establishing partnership agreements. Administration will continue throughout the project.</p>
Graphic Design for Interpretive and Wayfinding Panels and Venues	AAD + 3 months*	6 months	Acadia All American Road Corridor Committee	<p>This project will engage a professional graphic artist to design interpretive panels for all three proposed locations. The Corridor Committee will be responsible for reviewing bids from graphic arts firms, selecting a preferred provider, assisting in providing content and reviewing draft panels. The committee will also work with a MaineDOT landscape architect to design a layout for each of the interpretive areas, including sign placement, selection of amenities such as benches and receiving public comment.</p> <p>A parallel process will be proceeding for design of walking trails, parking and site improvements for the Sea Plan Ramp location using other funding and overseen by M. Allison Navia, Airport Manager.</p>
Landscape Design for Interpretive areas	AAD + 3 months*	6 months	Lawrence Johannesman, ManeDOT	Two of the three venues, the Airport and Bar Harbor Agamont Park will require minimal design work. The Sea Plane Ramp site will engage other funds to pay for design and engineering under the supervision of the MaineDOT Landscape Architect.

Milestone/ Task	Start Date	Duration	Responsible Party	Justification
				The MaineDOT Landscape Architect will prepare or oversee preparation of sample illustrations of each of the three areas including sign placement and amenities that assure each site meets ADA standards and provide visitors with an attractive venue. Presentations will be given to the byway committee, planning boards, managers and local leaders to assure that the designs complement these areas.
Installation of Interpretive Facilities: Bar Harbor	AAD + 6 months*	6 months	Anne Krieg, Planning Director Bar Harbor	<p>This is the final phase of implementation for the interpretive portion of this program. Critical steps at this phase include manufacturing the interpretive panels (Folia has manufactured our panels in the past), manufacturing of mounting brackets, purchase of granite posts, and installation of panels, benches and other amenities. Specifications for the panels, mounting brackets, posts and installation are detailed online at www.acadiabyway.org and are attached to this proposal.</p> <p>This venue will be in a different town and will engage the Planning Director and Director of Public Works in installation of Bar Harbor. This installation should involve a minimum of site work.</p>
Installation of Interpretive Facilities: Airport and Seaplane Ramp Sites	AAD + 6 months*	6 months	M. Allison Navia, Airport General Manager	<p>This is the final phase of implementation for the interpretive portion of this program. Critical steps at this phase include manufacturing the interpretive panels (Folia has manufactured our panels in the past), manufacturing of mounting brackets, purchase of granite posts, and installation of panels, benches and other amenities. Specifications for the panels, mounting brackets, posts and installation are detailed online at www.acadiabyway.org and are attached to this proposal.</p> <p>Other construction elements, including the walking trail, parking improvements and landscaping are not funded with byway grants, and will be overseen by M. Allison Navia with Corridor Committee support. The implementation time line may be longer for some of these elements.</p>
Inauguration of New Interpretive Sites	AAD + 11 months*	1 month	James Fisher, Planner, HCPC	Events will be scheduled for the three sites, one day in Trenton, one in Bar Harbor. Local leaders, supporters, byway advocates and the press will be invited to celebrate the three new projects. Celebration and ribbon cutting events will help to build local awareness of the facilities and the stories that they convey to the public.

* AAD = Actual Award Date (estimated to be October 01, 2011)

Budget

Cost Breakdown

#	Description	Total Cost	Requested	Match
1.	Planning and Administration	2,500	2,000	500
2.	Graphic Design	5,000	4,000	1,000
3.	Landscape Design	3,000	2,400	600
4.	Installation of Interpretive Facilities: Bar Harbor	6,000	4,800	1,200
5.	Installation of Interpretive Facilities: Airport and Seaplane Ramp Sites	15,000	12,000	3,000
Total		\$31,500	\$25,200	\$6,300

Matching Funds

Source	Type	Description	Amount
Hancock County Bar Harbor Airport	Cash	Airport Funding for Site Improvements	3,300
Town of Bar Harbor	Cash	Funds from Cruise Ship Docking Fees	3,000
Total			\$6,300

Funding Allocation

Do the byways involved in the project cross any Federal Lands? (Check all that apply)

- ☐ Bureau of Indian Affairs
- ☐ Bureau of Land Management
- ☐ Fish and Wildlife Service
- ☒ National Park Service
- ☐ USDA Forest Service

If this project is selected for funding, please indicate your preference for carrying out the project (check one):

- ☒ FHWA allocates the funds for the project to the State DOT
- ☐ FHWA allocates the funds for the project to one of the Federal Land Management agencies marked above (provide contact information below)
- ☐ FHWA allocates the funds for the project to an Indian tribe or tribal government (provide contact information below)

If funding should be allocated to a Federal land management agency or Indian tribal organization, please provide contact information for that organization:

Name:

Title:

Organization:

Address:

Phone:

Fax:

E-mail:

Attachments

Use this as a checklist to verify that all attachments are provided with your printed application.



☐ **Location Map**

This map indicates the location of the Acadia Byway and Proposed Interpretive Areas.

Digital version: [AcadiaBywayLocations.pdf](#) (623.6 KB)



☐ **Corridor Management Plan Goals**

This attachment covers Goal 4 (Education) and Goal 5 (Sustainability) of the corridor management plan. These two goals seek to combine interpretation and multi-modal access, forming the foundation of this grant proposal.

Digital version: [CMP_Goals4_5.pdf](#) (69.5 KB)



☐ **2011 Cruise Ship Visitation Schedule**

This documents the surprising frequency and size of the cruise ships that now call on Bar Harbor. Total visits for 2011 will be 118, with the potential of more than 160,000 passengers.

Digital version: [CruiseShipSchedule.pdf](#) (122.4 KB)



☐ **Cruise Ship Photo**

This photograph illustrates the enormity of a cruise ship landing in front of Agamont Park in Bar Harbor. Some ships dispatch more than 2,000 visitors to the village.

Digital version: [cruise_ship_landing.jpg](#) (99.7 KB)



□ **Sea Plane Ramp Aerial Photograph**

This aerial photograph depicts the sea plane ramp. This ramp is far larger than any others in the region and offers all-tides access to MDI Narrows and the Atlantic Ocean.

Digital version: [SeaplaneRamp.JPG](#) (44.2 KB)



□ **View from Sea Plane Ramp**

This photo is taken from the Sea Plan ramp and illustrates the scenic quality of this proposed interpretive area.

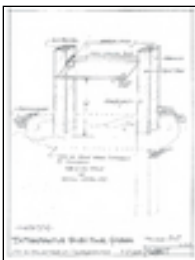
Digital version: [SeaplaneRampView.JPG](#) (124.1 KB)



□ **Aerial View of Hancock County Bar Harbor Airport**

This small photograph illustrates the close connection between the Hancock County Bar Harbor Airport, the Trenton Boat Ramp and Route 3 (the Acadia All American Road). The airport is an important reason that the scenic backdrop of Acadia National park is not blocked by buildings, trees or other obstructions.

Digital version: [Aerial_Airport.JPG](#) (244.4 KB)



□ **Interpretive Sign Design Specifications**

This is one of several design specification drawings for Interpretive Panels used on Maine Scenic Byways. The proposed signs will normally conform to these specifications.

Digital version: [Sign Panel Holder 2.jpg](#) (204.8 KB)



□ **Sample Interpretive Sign**

This is an example of an installed interpretive sign that conforms to Maine design standards.

Digital version: [Cathedral Pines Arnold Sign.JPG](#) (1.2 MB)

Signatures

Application Completeness

I certify that this application is complete and correct, and is eligible for National Scenic Byways funding. (This should be completed by the State's scenic byways coordinator.)

Please print name:	Title:
Signature:	Date:

Matching Funds Certification

I certify that the matching funds for this project are available for use at the time of application.

Please print name: Fred Michaud	Title: Maine State Scenic Byway Coordinator
Signature:	Date: