

**Attachment
MRCA Item
August 3, 2005**

- Letter from Caltrans requesting MRCA to administer grants
- Grant Application for Scenic Byway Organization
- Grant Application for Interpretive and Marketing Plan

DEPARTMENT OF TRANSPORTATION

DISTRICT 7

100 MAIN STREET, SUITE 100
LOS ANGELES, CA 90012-3606
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JUN 13 2005

June 9, 2005

Ms. Cara McLane, Deputy Chief
Natural Resources and Planning
Mountains Recreation & Conservancy Authority
570 West Avenue 26, Suite 100
Los Angeles, CA 90065

Dear Ms. McLane:

This is to inform you that the Department of Transportation (Caltrans), District 7 was recently awarded two (2) National Scenic Byways Program grants for the State Route 110, Arroyo Seco Parkway corridor (from US 101 to Glenarm Street). One grant is for the creation of a formal Byway Organization in the amount of \$25,000 (an additional \$25,000 may be requested each year for the next 4 years) and the other grant, for the development of the Byway Comprehensive Visitor Interpretation and Marketing Plan in the amount of \$336,400. Please see the attached applications for the detailed scopes of work.

As you know, the Santa Monica Mountains Conservancy (SMMC)/ Mountains Recreation & Conservation Authority (MRCA) previously administered the Arroyo Seco Parkway Corridor Management Plan (CMP), through a cooperative agreement with Caltrans. We appreciate the exceptional contribution and commitment by the SMMC/MRCA in the development of the CMP. Therefore, Caltrans District 7 would like to formally request that SMMC/MRCA administer the new grant funds (\$25,000 and \$336,400) from the FY 2005 National Scenic Byways Grant Program.

We are pleased to inform you that Caltrans District 7 received the official notification from the Federal Highway Administration (FHWA) for both grants, May 6th and May 10th, respectively (attached). Please note that these grants must be obligated by September 1, 2005. Funds not obligated this Fiscal Year will be withdrawn and will not be returned to the State. We hope you understand the urgency of obligating these funds as soon as possible. The Federal Transportation Improvement Program (FTIP) amendment process and the FHWA Authorization process are lengthy processes, as you may be aware; therefore, we would like to meet with you as soon as possible to discuss these grants and the necessary next steps.

We would appreciate your immediate response and will be pleased to answer any questions you might have. You may reach me at (213) 897-0362 or Sam Alameddine, Chief, Office of Environmental Engineering & Feasibility Studies, at (213) 897-0141.

Sincerely,

A handwritten signature in cursive script that reads "Rose A. Casey".

Rose A. Casey, Deputy District Director
Division of Planning, Public Transportation, & Local Assistance

Attachments

Project Summary 2004

FHWA National Scenic Byways Program

All sections must be completed on an electronic form at <http://www.bywaysonline.org/grants/>
Applications must be submitted online and on paper.

State Submission Date Aug 21, 2003	Division Submission Date Sep 25, 2003	State Priority 4
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Project Info

Project No. SB-2004-CA-51313	Project Name Arroyo Seco Parkway Byway Organization
Project Year 2004	
Counties and/or Regions Involved Los Angeles	
Location of Project along Byway(s) NA	
Federal Lands Crossed by Involved Byway(s)	

Associated Byways

State	Byway Name	Details	
CA	Route 110--Arroyo Seco Historic Parkway	Designation Date 13 Jun 2002	Intrinsic Qualities* C,H,N,R
		Byway Organization none	

*IQ codes: A - Archaeological, C - Cultural, H - Historical, N - Natural, R - Recreational, S - Scenic
** Byway is located in multiple states.

Project Category

Project Type

Project associated with an All-American Road or a National Scenic Byway.

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

Yes

Eligibility Category

Corridor Management

Ready-to-Go

Prior Projects

FHWA Proj No.	Year	Project Name	Amount	Status
SB-2001-CA-1	2001	Arroyo Seco Parkway Corridor Management Plan	\$358,100	Started
	Project Coordinator: Diane Kane			

Project Abstract

This project will create a formal byway organization and hire a byway director who will create a strategic and financial plan for a sustainable organization as well as engage byway supporters to participate in implementing the actions described in the CMP. This project creates the critical link between planning and implementation; between volunteers, community groups and public agencies working in the corridor; and between all of the intrinsic qualities of this National Scenic Byway.

Project Narrative

The Arroyo Seco Parkway CMP planning process was administered by the Santa Monica Mountains Conservancy (SMMC), through a flexible cooperative agreement with Caltrans. This relationship facilitated a more diverse and inclusive corridor-wide planning effort that dealt with both the Caltrans road right-of-way as well as the broader corridor-wide boundary which is predominately owned by several public agencies. The CMP acknowledges the complexity of ownership and opportunities for collaboration throughout the corridor to achieve the recommended Actions. These Actions are supported by the number and breadth of agencies/organizations involved. But, none of these have a perfectly suited mission to lead all of the recommended CMP Actions. Therefore, the CMP recommends that a new sustainable entity be created with a mission attuned to the successful implementation of the entire CMP and the long-term success of the Arroyo Seco Parkway National Scenic Byway.

The cooperative agreement between SMMC and Caltrans would again be used to implement this grant and its activities. By having a byway organization and part-time director in place, there will be a point of contact for the participating organizations, public agencies and the byway traveler. A part-time director can provide continuity in communication and promotion of the byway as well as consistently address the needs of each of these critical audiences more effectively. And, the byway will have the ability to more readily advance the recommended Actions within the byway community and with the citizens of the region who value the historic, cultural and recreational qualities of this byway.

Finally, the creation of a byway organization will provide synergy with other identified projects currently seeking funding for implementation. It is the intent of this grant to create a financial plan so that the byway organization is self-sustaining within a five-year period of time.

The byway director will accomplish the following activities in the grant period:

- 1) Establish and manage all aspects of a legal byway organization, identify structure and oversee proper legal assistance, and provide leadership to create a governing board through the existing network of byway supporters and volunteers.
- 2) Create an organizational strategic plan that supports the effective implementation of the CMP Actions, build long-term organizational capacity and a financial sustainability plan for the new organization.
- 3) Conduct meetings and build long-term relationship with byway supporters, as needed, to fine tune the implementation of the CMP and to assure the variety of stakeholder interests are well represented through the byway CMP.
- 4) Be a liaison with other implementation projects located throughout the corridor to ensure consistent interpretation of the CMP.

Project Narrative (Continued)

- 5) Participate in educational forums and conferences that further the goals of the byway.
- 6) Service byway traveler requests for byway information.

Work Plan

Line Item	Task/Milestone Description	Start Date/ Duration	Work Category
001	Work with Caltrans and SMMC on Co-operative Agreement to complete work	01 Jan 2004 2 months	Corridor Management
	Responsible Party: Caltrans		
	Justification: Continue to utilize the flexible cooperative agreement already established between the two agencies to facilitate funds being managed and used for the creation of a new byway organization. This will require an amendment to the current contract in place.		
002	Hire a Part-time Director	01 Mar 2004 1 month	Corridor Management
	Responsible Party: Santa Monica Mountains Conservancy		
	Justification: Through a work contract, hire a part-time director to implement the specific activities of this grant including the establishment of a byway organization, development of a governing board and a sustainable business and financial plan for the byway organization.		
003	Conduct the Activities listed in the Project Narrative	01 Apr 2004 9 months	Corridor Management
	Responsible Party: Byway Director		
	Justification: As outlined in the project narrative, this activity is the heart of the new byway organization. It's success will be born from the dedication of the hired director and the governing board's support of the organization.		

Budget

Line Item	Description	Total Cost	Request Amt.
001	Hire part-time Director @ 15 hrs/wk x \$40/hr x 37 weeks	\$22,200	\$22,200
002	Prepare and File for 501c3 nonprofit status	\$2,000	\$600
003	Expenses for meeting space, phone, office supplies associated with outlined activities of the byway	\$4,200	\$2,200
004	Long-term Strategic Planning	\$3,500	\$0

Budget (Continued)

Line Item	Description	Total Cost	Request Amt.
Totals		\$31,900	\$25,000
<p>Match amount (total cost - requested amount) should be \$6,900 or 21.6% of total. Match accounted for in Match Breakdown is \$6,900 or 21.6% of total. These two amounts must be equal for the Budget and Match sections to be complete.</p> <p>For your information, 80% of Total Cost is \$25,520, and 20% of Total Cost is \$6,380. Your match amount cannot be less than 20% of Total Cost.</p>			

Match Breakdown

Source	Description	Type	Value
Public Counsel	legal services	Non-Govt. Services	\$1,400
Santa Monica Mountains Conservancy	Meeting space, general office support	Materials	\$2,000
The Arroyo Guild	strategic planning in-kind services	Non-Govt. Services	\$3,500
Total			\$6,900
<p>Total from items above: \$6,900 or 21.6% of total. Match amount from Budget: \$6,900 or 21.6% of total. These two amounts must be equal for the Budget and Match sections to be complete.</p> <p>For your information, 80% of Total Cost is \$25,520, and 20% of Total Cost is \$6,380. Your match amount cannot be less than 20% of Total Cost.</p>			

Project Coordinator

Coordinator Name Cleavon Govan		
Agency/Group Caltrans District 7	Title Senior Environmental Planner	
E-mail Address Cleavon_Govan@dot.ca.gov		
Phone 213-897-0665	Fax 213-897-2593	
Street Address 120 S. Spring St. Office of Environmental Planning		
City Los Angeles	State CA	ZIP 90012

State Program

State CA	Byway Program Start Date ?? Apr 1963	
Scenic Byway Agency Caltrans - Office of State Landscape Architecture		
State Scenic Byways Coordinator Dennis Cadd		
E-mail Address dennis_cadd@dot.ca.gov		
Phone (916) 654-5370	Fax (916) 654-3770	
Street Address 1120 N Street, MS-28		
City Sacramento	State CA	ZIP 95814

Signatures

State Scenic Byways Agency

Dennis Cadd
State Scenic Byways Coordinator

Date

Matching Funds Certification

Dennis Cadd
State Scenic Byways Coordinator

Date

Congressional Members

Associated States

State	Senators
CA	Boxer, Barbara Feinstein, Dianne

State Representatives

State	District	Representative
CA	29	Schiff, Adam B.
CA	31	Becerra, Xavier
CA	34	Roybal-Allard, Lucille

Attachments

- CMP Page Identifying Action for a Formalized Byway Organization**
Electronic version: CMP Action for Byway Org.doc
- Letters of Support**

ca/10/04

Project Summary 2004

FHWA National Scenic Byways Program

All sections must be completed on an electronic form at <http://www.byways.org>
Applications must be submitted online and on paper.

State Submission Date Aug 21, 2003	Division Submission Date Sep 25, 2003	State Priority 1
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Project Info

Project No. SB-2004-CA-51312	Project Name Interpreting the Arroyo Seco Parkway
Project Year 2004	
Counties and/or Regions Involved Los Angeles	
Location of Project along Byway(s) Entire Length	
Federal Lands Crossed by Involved Byway(s)	

Associated Byways

State	Byway Name	Details	
CA	Route 110--Arroyo Seco Historic Parkway	Designation Date 13 Jun 2002	Intrinsic Qualities* C,H,N,R
		Byway Organization none	

*IQ codes: A - Archaeological, C - Cultural, H - Historical, N - Natural, R - Recreational, S - Scenic

Project Category

Project Type

Project associated with an All-American Road or a National Scenic Byway.

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

Yes

Eligibility Category

Interpretive Information

Ready-to-Go

The key implementation project, byway signage, has funding secured by Caltrans and is "ready to go" to construction, as soon as the design guidelines and sign design phase (which this grant is applying for) is complete.

Prior Projects

FHWA Proj No.	Year	Project Name	Amount	Status
SB-2001-CA-1	2001	Arroyo Seco Parkway Corridor Management Plan	\$358,100	Started
Project Coordinator: Diane Kane				

Project Abstract

This project proposes to develop a comprehensive visitor interpretation and marketing plan to share the numerous and diverse resources of the Arroyo Seco Parkway National Scenic Byway with byway travelers based on the recommendations contained in the Corridor Management Plan. This project also provides the unique opportunity to implement two recommendations from the CMP simultaneously in an integrated, synergistic manner providing direct benefits to the byway traveler: the creation of a comprehensive Interpretive and Marketing Plan as well as a multi-year byway signage fabrication and installation program.

Project Narrative

The Arroyo Seco Parkway National Scenic Byway in Southern California was designated a national byway due to the exemplary historic, cultural, natural and recreational intrinsic qualities along the National Register-eligible historic parkway. This grant request proposes to develop a comprehensive visitor interpretation and marketing plan to share these diverse resources with byway travelers based on the recommendations contained in the Arroyo Seco Parkway Corridor Management Plan. This project also provides the unique opportunity to implement two recommendations from the CMP simultaneously in an integrated, synergistic manner providing direct benefits to the byway traveler: the creation of a comprehensive Interpretive and Marketing Plan as well as a multi-year byway signage fabrication and installation program.

As the nation's most urban byway, the numerous resources of the Arroyo Seco corridor must compete with the visitor attractions and amenities of greater Los Angeles. Within its compact length lies a corridor with an intense number of varied and interesting attractions. Some worthy resources are getting overlooked, such as the Arroyo Seco Parkway itself and several nationally significant gems located in the Parkway's viewshed. Further, visitors must be directed to sites from a byway that, through its historic design, has limited access—therefore it requires a comprehensive signage program for direction as well as interpretation and branding.

Within this environment, raising awareness for the historic homes, museums and recreational sites along the leafy corridor and interpreting stories as diverse as Native American activities and the final leg of US Route 66 will require a sophisticated interpretation and marketing plan that can transform the Arroyo Seco from a collection of interesting sites to a recognized destination defined by the historic parkway corridor. These local attractions, individually, do not have the resources to accomplish a corridor-wide Interpretive and Marketing Plan. But, as one can see by the level of match commitment with the 8 local partners, the appetite for synergy and collaboration is strong. The leveraging of these local and State resources with the byways program is the key to this corridor's future success through this innovative collaboration to explore a regional interpretation plan that helps all the resources and creates a cohesive experience for the byway traveler.

The Arroyo Seco Parkway, posted at 55mph, is similar to the Baltimore-Washington Parkway in Maryland or the Merritt Parkway in Connecticut. As a higher speed historic parkway there are no suitable locations along the parkway to provide interpretive signs, or pullouts for interpretive signs. Interpretation for the Arroyo Seco corridor must be accomplished adjacent to the parkway and in a safe viewing area such as the public parks. This non-traditional byway will require a creative, out-of-the-

Project Narrative (Continued)

box interpretive approach to accomplish meaningful byway interpretation from well outside the right of way. For example, exploring the use of audio tours through a low-frequency radio station or made available on CD's used in the automobile. Access and direction from the byway (and returning to the byway) to the interpretive facilities must be clear, simple, direct and comprehensive. While some may view this as a challenge, it must also be viewed as a great opportunity, for under this structure visitors will be physically proximate to the byway's historic and cultural sites.

Today, although the legal name of the resource is SR 110 or Historic Arroyo Seco Parkway, the signs in some places remain posted "Pasadena Freeway". It's extremely hard to interpret and market a resource that starts out with confusing signage. This proposal will address a comprehensive solution, through an Interpretive Plan process that is coordinated with an already existing signage project. This will set the parameters for a multi-year effort to improve the byway signage and to create interpretive facilities; thus ease the confusion and enhance the experience for the traveler in the Arroyo Seco Byway corridor.

And, timing is very important to keep this synergy in place. The match funding, provided by Caltrans, is from an existing capital project for signage and must be completed in FY 04-05. The critical missing link -- to create the appropriate design and design guidelines for the signage -- has hampered this project to-date. Having this proposal fund that missing element will secure that these funds are used as identified in the CMP and not lost; thus having a substantive direct benefit to the byway traveler.

Recognizing the Arroyo Seco Parkway as a limited-access byway, the interpretive and marketing plan seeks to create a strong sense of identity for the parkway by redesigning and replacing the existing highway information and directional signage with signs, sign posts and sign bridges that are more expressive of the corridor and the parkway's distinctive history (the distinctive historic "sawtooth" signs along the Merritt Parkway recently installed are an example of this philosophy).

The CMP recommends the creation of a formal byway organization. This project calls for the creation of an Interpretive Plan Steering Committee. Many who serve on this committee can be the founding volunteer stakeholders for this byway organization. And, having gone through this process, they've found a strong sense of stewardship for the byway corridor. As the byway organization is formed, it will be integrated into this project and help increase the collaboration amongst other stakeholders as well.

Work Plan

Line Item	Task/Milestone Description	Start Date/ Duration	Work Category
001	Background Research	01 Jan 2004 1 month	Interpretive Information
	Responsible Party: Caltrans		
	Justification: A local support person will gather existing materials, statistics and research about existing and potential interpretive sites along the Arroyo Seco. Background research will include identifying a complete list of interpretive sites and gathering materials about all of those sites, including collateral materials, visitor demographics, existing research and planning documents. This information will be distributed and reviewed by interpretive team members prior to on-site visits.		

Work Plan (Continued)

Line Item	Task/Milestone Description	Start Date/ Duration	Work Category
002	Kick Off Meeting	01 Jan 2004 1.5 months	Interpretive Information
Responsible Party: Caltrans			
<p>Justification: Prepare for and host an on-site meeting, in Los Angeles, to introduce the assembled interpretive planning team to the byway and to meet with key stakeholders to discuss interpretive goals for the Arroyo Seco. A group of key stakeholders will form the Interpretive Plan Steering Committee, many of whom have been identified in this grant as project match partners. This committee will be created to provide consistent input and advice throughout this planning process and help establish priorities for implementation. A draft document outlining interpretive goals for the Arroyo Seco will be provided to this committee following the kick-off meeting.</p>			
003	Audience Research	01 Jan 2004 12 months	Interpretive Information
Responsible Party: Caltrans			
<p>Justification: Identify current and potential audiences for key interpretive sites and established annual events along the Arroyo Seco, and provide recommendations to expand audiences and increase visit lengths. Research will include focus groups and phone surveys. The research program will be critical to appropriately position the Arroyo Seco visitor experience in the competitive urban environment of greater Los Angeles. This data and information will help inform and guide both the Interpretive Plan and the subsequent Marketing Plan.</p> <p>This comprehensive research will be completed by a five-step program:</p> <ol style="list-style-type: none"> 1) Discovery Phase: What is Known Already? 2) On-Site Visitor Survey: Who Is Visiting Today? 3) Baseline Economic Impact: How Much Money Do Visitors Spend? 4) Focus Groups: What Are the Appeals and Barriers to Visitation? 5) Market Area Survey: How Can We Influence Future Visitation? <p>Completed research will provide an overview of current and potential visitors at key sites along the Arroyo Seco corridor. Research will include statistical data such as the numbers of visitors at key sites, where they come from, how they heard about the site, other sites visited on the same trip, as well as demographic background. Research will include focus groups with current visitors to find out factors would encourage them to extend their stay along the Arroyo Seco.</p> <p>In addition to research on current visitors, the visitor research component will look at potential future target audiences for the Arroyo Seco experience to determine how to draw this audience to the byway. And, research will be conducted to determine the needs for multi-lingual interpretive facilities for both national/international visitors and for local residents for whom English is not a first language.</p> <p>While the research phase is ongoing throughout the year, the majority of the critically needed statistics and analysis will be completed approximately at seven months, allowing the team to finalize recommendations on branding and the interpretive plan in a parallel process.</p>			

Work Plan (Continued)

003	Final research results will be submitted to National Scenic Byways Program Marketing Coordinator in Washington, DC to solicit input/advice regarding the marketing of an urban scenic byway within the National Program.		
004	Inventory of Interpretive Assets	01 Feb 2004 3 months	Interpretive Information
Responsible Party: Caltrans			
<p>Justification: Complete site assessments for between 25 and 30 key interpretive sites, including an overview of current interpretive efforts and specific interpretive recommendations for each site. The summary report will include overall recommendations about how to link key sites along the Arroyo Seco together into a cohesive visitor experience.</p> <p>Sites will be clustered into groups for team assessments, with the lead team member being part of all assessments to provide the broad overview and specialized team members working with specific clusters of sites. Site clusters include a:</p> <ul style="list-style-type: none"> -- historic downtown review team with a staff member from the National Main Street Program such as Valecia Crisafulli and/or an expert in using historic downtowns as tourism attractions. Identified clusters could include Old Pasadena, Mission District in South Pasadena, historic downtown Highland Park, Chinatown, the Route 66 corridor, downtown Los Angeles with potential sub-areas like El Pueblo de Los Angeles, Grand Avenue Promenade, Artist District, and the Broadway Theatre District; -- museum assessment team with a member of the National Trust's historic sites program and/or an expert in museum interpretation. Cluster could include Los Angeles City Hall, downtown LA museums, Lummis House, Heritage Square, Casa de Adobe, Southwest Museum, Meridian Iron Works Museum, Gamble House, Pasadena History Museum, Huntington, Norton Simon and other Pasadena museums; and, -- parks/nature/recreational opportunity assessment team with an appropriate expert in this area. Cluster could include Elysian Park, Sycamore Grove Park, Nature Center at Debs Park, Los Angeles River Center and Gardens, Hahamonga and Arroyo Park in Pasadena, Cornfields and Taylor Yard State Parks, and the Angeles National Forest. <p>Each team will be accompanied by a National Trust Heritage Tourism Program staff member to provide project oversight. In addition, the assessment will identify additional supporting interpretive sites and visitor amenities that can assist in providing a comprehensive and appealing visitor experience. Where gaps exist, those gaps will be identified and flagged as interpretive needs for the byway.</p> <p>Because there is not enough right-of-way to have interpretive panels along the parkway, the complexity of siting these facilities is an opportunity to create a different approach for the Scenic Byway program. This non-traditional byway will require unusual focus and consultation to help determine specific recommendations for byway interpretive facilities (signs, kiosks, visitor centers). Thus, an assessment will be undertaken that looks at a landscape inventory of the adjacent parks, site analysis and visitor access to these facilities from the parkway.</p>			
005	Development of Interpretive Themes & Partnerships for the Arroyo Seco	01 Mar 2004 3 months	Interpretive Information
Responsible Party: Caltrans			

Work Plan (Continued)

005	<p>Justification: Based on the results of the team and individual assessments for the Arroyo Seco, the interpretive team will develop themes for the Arroyo Seco and identify supporting sites to interpret each of the byway's interpretive themes.</p> <p>Additionally, this phase will explore the specific areas of opportunity identified during the initial assessment visit, including:</p> <ul style="list-style-type: none"> a) partnering with the Museums of the Arroyo b) partnering with the MTA's Gold Line c) cultivation of group tour and motorcoach tour opportunities d) development and expansion of children's programs e) branding of the Arroyo Seco experience f) regional umbrella organizations such as LA and San Gabriel Rivers Watershed council, LA's Ad Hoc River Committee, Council of Arroyo Seco Agencies (CASA), Council of Arroyo Seco Organizations (CASO), ArroyoFest, chambers of commerce, and the convention and visitor bureau's of each City. 		
006	Branding of the Arroyo Seco	15 Jun 2004 4.5 months	Interpretive Information
Responsible Party: Caltrans			
<p>Justification: A cohesive identity will be a key component of the interpretive plan, and ultimately be the focus of a marketing campaign for the Arroyo Seco Parkway Byway. Building on the results of the visitor research, interpretive goals and site assessments, the interpretive team will undertake the development of a branding program to establish a single, identifiable message and image (logo) for the Arroyo Seco. The final interpretive plan will include guidelines outlining how this message and logo should be incorporated into interpretive and marketing efforts for the Arroyo Seco.</p>			
007	Development of the Interpretive Plan	15 Jun 2004 5.5 months	Interpretive Information
Responsible Party: Caltrans			
<p>Justification: The draft plan will include an overview of the information compiled, including recommendations for new interpretive projects including signage, interpretive centers, and other needs as indicated through the field research. The development of the interpretive plan will begin by using the results of the initial audience research and will go through two preliminary drafts, with on-site meetings with the Interpretive Plan Steering Committee, and other key stakeholders as necessary to review comments and concerns between each version. The final plan will reflect the synthesis of stakeholder comments and any modifications the final audience research findings may find necessary. In addition to the selected Interpretive Plan Steering Committee, the input/review process will seek broader review through the outreach mechanisms of the regional umbrella organizations, especially CASA/CASO and Museums of the Arroyo Consortium. This ensures a thoroughly inclusive community process that serves and builds capacity of the region and its stakeholders.</p>			
008	Design Guidelines & Development for Parkway Signage	01 Apr 2004 7 months	Interpretive Information
Responsible Party: Caltrans			

Work Plan (Continued)

008	<p>Justification: Caltrans has previously conducted and completed a sign inventory along the Arroyo Seco Parkway. Caltrans also has an identified 2004-05 project (that is ready to go) to fabricate and install selected signage on the Arroyo Seco Parkway. The missing link is the creation of the design guidelines and design development of signs needed to inform and instruct the identified construction project and the rest of the signage throughout the Arroyo Seco Parkway corridor. The signage also needs to accurately reflect the recommendations in the CMP of improved signage that has an interpretive element for the byway.</p> <p>Therefore, in cooperation with Caltrans and working with MUTCD standard policies, a graphic designer will develop design guidelines for standard directional signs, sign posts and sign bridges to ensure that basic highway signage infrastructure reflects a quality visitor experience and attests to the status of the parkway as a National Scenic Byway. Parkway directional signs will be evaluated for clarity, redundancy, safety and aesthetics. A hierarchy will be developed for transitional, directional, entry and exit and advance information, gateway and visitor services signs both on and approaching the parkway.</p>		
009	Implementation of Interpretive Plan Recommendations	01 Aug 2004 5 months	Interpretive Information
Responsible Party: Caltrans			
<p>Justification: Building upon the draft Interpretive Plan and the Audience Research phases, the implementation strategies will be memorialized and enhanced by the creation of an outline for an Arroyo Seco Parkway Marketing Plan. This will begin to identify market segments and audiences, determine marketing goals/objectives and strategies, identify an evaluation process and methodology, and prioritize activities.</p> <p>The Caltrans signage project will proceed after completion of the design guidelines and in conjunction with the recommendations of the CMP, branding program and Interpretive Plan.</p>			

Budget

Line Item	Description	Total Cost	Request Amt.
001	Background Research	\$12,555	\$10,000
002	Kick Off Meeting	\$8,810	\$5,000
003	Audience Research	\$101,700	\$84,000
004	Inventory of Interpretive Assets	\$124,020	\$95,400
005	Development of Interpretive Themes & Partnerships	\$19,000	\$15,000
006	Branding of the Arroyo Seco	\$52,840	\$50,000
007	Development of Interpretive Plan	\$61,150	\$50,000
008	Design Guidelines & Development for Parkway Signage	\$25,000	\$15,000
009	Implementation of Interpretive Recommendations	\$15,425	\$12,000

Budget (Continued)

Line Item	Description	Total Cost	Request Amt.
Totals		\$420,500	\$336,400
<p>Match amount (total cost - requested amount) is \$84,100 or 20.0% of total. Match accounted for in Match Breakdown is \$84,100 or 20.0% of total. These two amounts must be equal for the Budget and Match sections to be complete.</p> <p>For your information, 80% of Total Cost is \$336,400, and 20% of Total Cost is \$84,100. Your match amount cannot be less than 20% of Total Cost.</p>			

Match Breakdown

Source	Description	Type	Value
The Gamble House	in kind services	Non-Govt. Services	\$9,900
Southwest Museum	in kind services	Non-Govt. Services	\$8,500
Northeast Trees	in kind services (\$1500) + interpretive map and guide to the Arroyo	Non-Govt. Services	\$16,500
Los Angeles Conservancy	in kind services	Non-Govt. Services	\$2,500
National Trust for Historic Preservation	in kind services	Non-Govt. Services	\$7,500
Heritage Square Museum	in kind services	Non-Govt. Services	\$11,450
South Pasadena Preservation Foundation	in kind services	Non-Govt. Services	\$7,500
Los Angeles & San Gabriel Rivers Watershed Council	in kind services	Non-Govt. Services	\$5,000
Highland Park Heritage Trust	in kind services	Non-Govt. Services	\$5,000
California Route 66 Preservation Foundation	in kind services	Non-Govt. Services	\$5,250
Arroyo Seco Foundation	in-kind services	Non-Govt. Services	\$5,000
Total			\$84,100
<p>Total from items above: \$84,100 or 20.0% of total. Match amount from Budget: \$84,100 or 20.0% of total. These two amounts must be equal for the Budget and Match sections to be complete.</p> <p>For your information, 80% of Total Cost is \$336,400, and 20% of Total Cost is \$84,100. Your match amount cannot be less than 20% of Total Cost.</p>			

Project Coordinator

Coordinator Name Cleavon Govan		
Agency/Group Caltrans District 7	Title Senior Environmental Planner	
E-mail Address Cleavon_Govan@dot.ca.gov		
Phone 213-897-0665	Fax 213-897-2593	
Street Address 120 S. Spring St. Office of Environmental Planning		
City Los Angeles	State CA	ZIP 90012

State Program

State CA	Byway Program Start Date ?? Apr 1963	
Scenic Byway Agency Caltrans - Office of State Landscape Architecture		
State Scenic Byways Coordinator Dennis Cadd		
E-mail Address dennis_cadd@dot.ca.gov		
Phone (916) 654-5370	Fax (916) 654-3770	
Street Address 1120 N Street, MS-28		
City Sacramento	State CA	ZIP 95814

Signatures

State Scenic Byways Agency

Dennis Cadd

Date

Matching Funds Certification

Dennis Cadd

Date

Congressional Members

Associated States

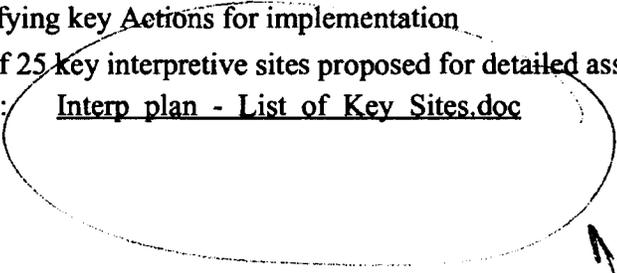
State	Senators
CA	Boxer, Barbara Feinstein, Dianne

State Representatives

State	District	Representative
CA	29	Schiff, Adam B.
CA	31	Becerra, Xavier
CA	34	Roybal-Allard, Lucille

Attachments

- CMP pages identifying key Actions for implementation
 - Preliminary List of 25 key interpretive sites proposed for detailed assessment
- Electronic version: Interp plan - List of Key Sites.doc



open doc