

Turquoise Trail Corridor Management Plan

Version 2.0

23.0 Turquoise Trail NSB Projects

The Turquoise Trail Association supports organizations along the byway that would like to submit projects for byway grants; however, it is the responsibility of the groups submitting the grants to do the work and provide their funding match. The following form was developed to assist the SBAC and others in writing grants and coordinating their submittal to the State.

TURQUOISE TRAIL NATIONAL SCENIC BYWAY PRELIMINARY GRANT APPLICATION FORM

PROJECT DESCRIPTION

Provide the details of the project, including its location, if it is a construction project, its objectives, or if it is related to education, promotion, or research. Limit this section to two pages of typed text.

PROJECT NEED AND BENEFIT

Please state the reason the project is necessary; how it will benefit the scenic byway, local community, and national or international visitors; and what byway problems it will solve. Limit this section to one page.

PROJECT SCHEDULE

List the major milestone start and finish dates and estimated time for completion based on a grant approval date. Limit this section to one page.

PROJECT BUDGET

Create a pro forma budget listing the expected income and expenditures for the project. Breakout local in-kind matching income and services and who will provide them. Limit this section to one page. If the project is a construction project, provide plans, and the historical environmental impact statement required for the grant.

PROJECT SUPPORT

Please list verifiable local and political support for the project such as chambers of commerce, local citizen groups, historical organizations, government agencies, and elected public officials.

Turquoise Trail Corridor Management Plan

Version 2.0

23.1 POTENTIAL PROJECTS LIST REVIEW PROCESS

The CMP is a living document and depending on circumstances, project priority will change. As projects are placed into a high priority position, a review process will take place to increase the probability of successfully obtaining grants.

- Ask the state to determine (informally) if the projects are eligible
- Ask the Regional Planning Organizations (informally) if the projects are viable
- Determine if the data are sufficient to make the submittal
- Determine if an environmental impact study has been made for construction projects
- Determine if the in-kind donation is both sufficient and reasonable
- Have the SBAC approve individual projects that are consistent with the Corridor Management Plan
- Begin work-up of the individual grant forms
- Formally submit the projects to the State and FHWA
- Follow up on the grants and answer questions from the State Scenic and Historic Byways Advisory Council
- Provide technical answers to any questions required in the grant process

23.8 TURQUOISE TRAIL NSB POTENTIAL PROJECTS LIST

The following list of potential projects was created from community input at SBAC meetings. The list is not in any priority order and will continue to evolve. The SBAC understands that not all the projects can obtain funding, but for planning purposes, found it an important goal to “leave no stone unturned.”

1. Develop an instructional CD amplifying the intrinsic assets of the trail.
2. As part of the destination marketing plan in the CMP, develop domestic and international promotional information targeted for use by travel agents and tour operators and distribute that information.
3. Touch screen kiosk
4. Kiosk at Santa Fe Airport
5. Kiosk at Albuquerque Amtrak station
6. Kiosk at Lamy Amtrak station
7. Kiosk at hotels in Albuquerque and Santa Fe
8. Rental vehicle survey
9. Newspaper press releases to New Mexico newspapers
10. Tourist information center North
11. Turquoise Trail advertising on a hot air balloon
12. Traveling tourist information center van and mobile exhibit.
13. Emergency response plan
14. Create Turquoise Trail 40 minute educational videos telling a story for each of the six intrinsic asset types.
15. Funding for follow-on CMP work including continuing a quarterly newspaper.
16. Trolley bus
17. Interpretive mini-parks
18. Rest areas with covered picnic areas

Turquoise Trail Corridor Management Plan Version 2.0

19. Rest areas with interpretive information
20. Road side safety pulloffs for scenic views
21. Rest areas with toilet facilities
22. Parking area for a biking trailhead
23. Parking in Madrid (pedestrian and bicycle trailhead)
24. Toilet facilities in Madrid
25. Interpretive park in Cerrillos.
26. Audio cassette tape and CD tour
27. Interpretive video
28. Tourism sensitivity training for locals
29. On-going Corridor Management Planning costs
30. Electronic signage research and pilot plan
31. Traffic quieting study
32. Pedestrian and cross-country skiing interpretive trail along golf course
33. Water history research
34. Emergency cell phone research and pilot plan
35. Driving safety brochure specific to the Turquoise Trail
36. Pilot program for visitor information tent with portable toilets
37. Historic preservation (specific project)
38. Equestrian and pack animal history research
39. Calendar of events study and seasonal brochure production
40. Local familiarization tours for travel agents, tourism and highway department official, and local public officials, and community leaders.
41. Turquoise Trail book. Development costs for 100 page paperback.
42. Place asset inventory information on website
43. Interpretive native plant exhibit and park
44. Interpretive park for prison culture and history
45. Sidewalks and interpretive info
46. Develop interpretive Turquoise Trail map
47. Modular construction visitor center
48. Rental space, interpretive materials, and equipment for visitor center.
49. Evaluate scenic viewscales for overlook/turnout/rest area construction.
50. Evaluate locations for visitor and interpretive centers
51. Evaluate easements for viewscales
52. Funding for easements
53. Pedestrian trail, bicycle trail, and cross country skiing master plan.
54. Public awareness booklet about geographic and weather related safety issues, primarily high altitude sickness, desert climate, lightning, and winter storms.
55. Sanitary trash facilities and roadside pickup.
56. Develop a marketing plan for local artists, promoting local culture
57. Archeological study of San Marcos pueblo
58. Archeological interpretive mobile exhibit
59. Marketing funds to drive traffic to Turquoise Trail website.
60. Expand existing Turquoise Trail website.
61. Interpretive signs
62. Turquoise Trail banner or float for parades
63. Movie location guide for movies made on the Turquoise Trail
64. Location guide for lesser known intrinsic qualities on the byway
65. Continued development of Turquoise Trail NSB signs

Turquoise Trail Corridor Management Plan Version 2.0

66. Recruit volunteers to work at tourism day events, state fairs, and other events with large crowds
67. Recreational trail guide to amenities for hiking, biking, and horseback riding
68. Museum brochure for the museums on the Turquoise Trail
69. Coloring mats for restaurants to promote adventure and scenic landscape on the byway
70. Find means to use Ross Ward's artwork and donated Rex Borough's art to promote the byway in our advertising.