

## 2014 Program of Work

### FNST 5 Year Strategic Plan : Year 3

*Goal: Complete the Trail: Add 100 new scenic and designated miles of FNST towards completion of a high quality trail.*

Strategies – 3-5 years	Objectives	2014 Deliverables (Year 3)	Status / Needs
<p>Define the route of a complete FNST based on current on-the-ground conditions</p>	<ul style="list-style-type: none"> <li>○ Complete an inventory of the trail corridor including: scenic, cultural, ecological, and recreation resources</li> <li>○ Complete a matrix of high priority gap areas, emphasizing scenic values</li> <li>○ Update FNST Routing Plan</li> <li>○ Coordinate routing plan with long range planning of other agencies/ partners</li> <li>○ Engage stakeholders in review of final plan</li> <li>○ Finalize 2014 Routing Plan</li> <li>○ Ensure all FNST is formally certified under current agreements</li> </ul>	<ul style="list-style-type: none"> <li>○ Complete trail corridor inventory</li> <li>○ Assess high priority gap areas</li> <li>○ Draft updated routing plan</li> <li>○ Begin replacing Certification Agreements with MOU's following assessments</li> </ul>	<ul style="list-style-type: none"> <li>○ <b>Status:</b> <ul style="list-style-type: none"> <li>○ On-going inventory of resources</li> <li>○ Partner with OGT/FGTF for update of Routing Plan</li> </ul> </li> <li>○ <b>Needs:</b> <ul style="list-style-type: none"> <li>○ Data for trail corridor inventory</li> <li>○ Land manager priority acquisition areas</li> <li>○ Commitment from managers for inclusion in long range acquisition and management plans</li> </ul> </li> </ul>
<p>Prioritize trail segments to fill gaps (ongoing and iterative process)</p>	<ul style="list-style-type: none"> <li>○ Identify critical public and private land holder gaps</li> <li>○ Agree to criteria for prioritization based on current conditions</li> </ul>	<ul style="list-style-type: none"> <li>○ Prioritize segments for addition to trail based on updated routing plan</li> </ul>	<ul style="list-style-type: none"> <li>○ <b>Status:</b> June 2014 Meeting – prioritization of gaps based on current information</li> </ul>
<p>Negotiate easements or formal agreements as options for trail completion</p>	<ul style="list-style-type: none"> <li>○ Identify and systematically contact landowners of important segments</li> <li>○ Sign certifying MOU's, easements or license agreements where appropriate</li> </ul>	<ul style="list-style-type: none"> <li>○ Complete list of trail segments that could be designated/ developed through easements or formal agreements</li> </ul>	<ul style="list-style-type: none"> <li>○ <b>Status:</b> pending routing plan update</li> </ul>

<p>Acquire segments as necessary for trail completion</p>	<ul style="list-style-type: none"> <li>○ Continue acquisition as appropriate</li> <li>○ Pursue both federal and state acquisition funds</li> </ul>	<ul style="list-style-type: none"> <li>○ Identify acquisition funding opportunities</li> <li>○ NEPA for proposed Plum Creek Transfer</li> </ul>	<ul style="list-style-type: none"> <li>○ <b>Status:</b> Continue focus on Suwannee River for easement acquisition</li> <li>○ <b>Need:</b> identify properties for LWCF 2016 Proposal</li> </ul>
<p>Transfer FNST parcels to best appropriate land management agency</p>	<ul style="list-style-type: none"> <li>○ Continue to work on legislation for transfer of parcels</li> <li>○ Continue to identify (based on routing map) parcels that are more appropriate as non-USFS parcels</li> <li>○ Work with partners for transfer</li> </ul>	<ul style="list-style-type: none"> <li>○ Publish atlas of current FNST parcels</li> <li>○ Complete transfer with St. Marks NWR</li> </ul>	<ul style="list-style-type: none"> <li>○ <b>Status:</b> St. Marks transfer out for final signature</li> <li>○ <b>Need:</b> Identify next priority transfer</li> </ul>
<p>Enhance partnerships w/ NGOs for protection of trail corridor to protect integrity of scenic, ecological cultural values of the landscape</p>	<ul style="list-style-type: none"> <li>○ Identify areas that need additional protection or are at risk (seasonal closures, development etc).</li> <li>○ Identify partners for long term corridor protection</li> <li>○ Work together to ensure permanent protection and landowners objectives met</li> </ul>	<ul style="list-style-type: none"> <li>○ Updated routing study will identify key parcels</li> </ul>	<ul style="list-style-type: none"> <li>○ <b>Status:</b> pending routing plan update</li> </ul>

*Standards: 100% of existing designated FNST meets recreational, informational, and interpretive trail standards within its resource classification category of 1-5.*

Strategies – 3-5 years	Objectives	2014 Deliverables	Status / Needs
Build and maintain accurate data base of trail by land owner, tread type and trail class	<ul style="list-style-type: none"> <li>● Set up and maintain central GIS database</li> <li>● GPS current corridor and up-date FNST database</li> <li>○ Identify information gaps and needs on a regular basis</li> <li>● Use data to set priorities</li> </ul>	<ul style="list-style-type: none"> <li>○ Identify information needs/gaps</li> </ul>	<ul style="list-style-type: none"> <li>○ <b>Status:</b> FNST data on-line and smart phone accessible through ArcGIS on-line <a href="http://www.arcgis.com/explorer">www.arcgis.com/explorer</a></li> <li>○ <b>Need:</b> Coalition review of current data, recommendations</li> </ul>
Develop, manage, and evaluate the trail to standard	<ul style="list-style-type: none"> <li>● Define standards by Trail Class</li> <li>○ Train volunteers and land managers in trail development, maintenance and management</li> <li>● Set priorities for trail and infrastructure projects</li> <li>● Complete priority projects to standard</li> <li>○ Continue ongoing maintenance to standards</li> <li>○ Include management to standards in partnership agreements</li> </ul>	<ul style="list-style-type: none"> <li>○ Continue trail condition/infrastructure assessments</li> <li>○ 2014 Request for Projects</li> <li>○ Incorporate trail standards into agreements developed in 2014</li> </ul>	<ul style="list-style-type: none"> <li>○ <b>Need:</b> <ul style="list-style-type: none"> <li>○ Utilize Volunteer Capacity Study to identify volunteer and land manager training needs</li> <li>○ 2014 RFP input</li> </ul> </li> </ul>
Create and produce signs, electronic media, print materials, etc. for visual identity, education, and trail standard	<ul style="list-style-type: none"> <li>○ Design visual identity and create graphic/ design standards</li> <li>○ Design and develop trail materials to standards</li> <li>○ Place and maintain trail signs, interpretive exhibits, way finding etc.</li> </ul>	<ul style="list-style-type: none"> <li>○ Northern &amp; Southern Terminus Improvements</li> <li>○ Sample Kiosks/ Sign development</li> <li>○ Signage emphasis in 2014 RFP</li> <li>○ Update to FNST Brochure</li> </ul>	<ul style="list-style-type: none"> <li>○ <b>Status:</b> <ul style="list-style-type: none"> <li>○ Southern Terminus improvement active</li> <li>○ Brochure update under UF agreement, Coalition review at June 2014 Meeting</li> </ul> </li> <li>○ <b>Need:</b> <ul style="list-style-type: none"> <li>○ FWC Agreement modification to include graphic support for 2014 RFP work</li> </ul> </li> </ul>

*Partnerships: Each of the FNST land managers (~50+) proactively contribute to trail development, maintenance, protection and promotion of their segment as part of a larger whole.*

Strategies – 3-5 years	Objectives	2014 Deliverable	Status / Needs
Continue to work with Coalition to refine and agree to current partnership model	<ul style="list-style-type: none"> <li>• Continue to build and strengthen relationship between USFS and all land management agency partners</li> <li>• Develop and refine Coalition membership based on strategic plan priorities and on-the-ground conditions</li> </ul>	<ul style="list-style-type: none"> <li>• 2 meetings per year with full Coalition engagement;</li> <li>• Review of coalition purpose and operations;</li> <li>• Successfully transition and fill vacancies</li> </ul>	<ul style="list-style-type: none"> <li>○ County seat transition from Seminole to Osceola County</li> </ul>
Work with land management partners to include FNST standards in their management plans and to ensure better coordination of land management practices on a regular basis	<ul style="list-style-type: none"> <li>○ Develop schedule of updates for land management plans around the state</li> <li>○ Educate partners about the FNST and how their segment connects to a larger statewide resource</li> <li>○ Align FNST with local, county and statewide resource planning efforts</li> </ul>	<ul style="list-style-type: none"> <li>○ Continue to increase to 5 or more plans a year</li> </ul>	<ul style="list-style-type: none"> <li>○ Identify plan updates occurring in 2014 in addition to :               <ul style="list-style-type: none"> <li>○ BCNP Backcountry Access</li> <li>○ DOT Bike/Ped Safety Plan</li> </ul> </li> </ul>
Complete (and review on a regular basis) customized agreements between USFS and land management partners to define partner participation in FNST	<ul style="list-style-type: none"> <li>○ Update and revise partnership agreement format to ensure more practical and realistic document for management and monitoring</li> <li>○ Define, with partners, including FTA, management plans for respective segments</li> <li>○ Create customized agreements with land management partners based on individualized partner capacity and trail needs</li> <li>○ Include mechanisms for better coordination for trail management to ensure</li> </ul>	<ul style="list-style-type: none"> <li>○ Create MOU Certification Agreement Template</li> <li>○ Sign MOU with FWC</li> </ul>	<ul style="list-style-type: none"> <li>○ <b>Status:</b> MOU Certification Agreement renewal active with FWC and FFS</li> <li>○ <b>Need:</b> identify 2 new partners for trail assessment and agreement renewal in 2014</li> </ul>

<p>Increase volunteer capacity to develop and maintain FNST that is highly coordinated with partnership agreements plans and FNST standards</p>	<ul style="list-style-type: none"> <li>○ Define volunteer opportunities, needs, and identify gaps</li> <li>○ Coordinate volunteer activities from a centralized point based on management plans and agreements</li> <li>○ Build FTA capacity to recruit, mobilize, and retain trail volunteers throughout the state</li> <li>○ Build relationships with other trail volunteer groups around the state, with focus on youth groups</li> </ul>	<ul style="list-style-type: none"> <li>○ Statewide Volunteer Capacity Study : Survey Results and Workgroup Findings</li> </ul>	<ul style="list-style-type: none"> <li>○ <b>Status:</b> Statewide Volunteer Capacity Study workshop scheduled Dec 12<sup>th</sup></li> <li>○ <b>Need:</b> FNST Coalition review of Workshop outcomes</li> </ul>
<p>Manage projects and allocate financial and human resources in a coordinated and systematic effort based on agreements and standards</p>	<ul style="list-style-type: none"> <li>○ Establish system to define and prioritize projects to include full partner/ coalition involvement</li> <li>○ Allocate resources based on deliberate decisions and priorities</li> <li>○ Fully utilize partner participation as defined by agreements (above)</li> </ul>	<ul style="list-style-type: none"> <li>○ FNST Coalition Review of 2014 RFP's</li> </ul>	

*Promotion: 100% of FNST recreationists know they are on the trail, know the significance of the trail, and know how their experience is part of the larger whole.*

Strategies – 3-5 years	Objectives	2014 Deliverable	Status / Needs
Official route of the FNST published to help people understand how to access the trail	<ul style="list-style-type: none"> <li>● Publish trail route from start to finish (see completion goal)</li> <li>○ Collaborate with local partners to promote access to the FNST</li> </ul>	<ul style="list-style-type: none"> <li>○ Increase access to FNST map by updating on-line and paper resources</li> </ul>	<ul style="list-style-type: none"> <li>○ <b>Status:</b> Current route of the FSNT available on-line</li> <li>○ <b>Need:</b> Source of current paper maps available for consumers</li> </ul>
Create and define FNST brand, branding standards, and communication protocols	<ul style="list-style-type: none"> <li>○ Naming protocols (i.e. appropriate acronym)</li> <li>○ Create branding/ graphics standards and communications protocols (how FNST is described)</li> <li>○ Monitor for consistency</li> <li>○ Include in all agreements</li> </ul>	<ul style="list-style-type: none"> <li>○ Include public relations and communication protocols in new MOU Certification Agreements</li> </ul>	<ul style="list-style-type: none"> <li>○ <b>Status:</b> New communication protocols available in Public Relations Plan and Prezi/Powerpoint for public presentations</li> <li>○ <b>Need:</b> Engage FDOT in statewide sign planning and trailhead standards</li> </ul>
Create message, maps, materials, and merchandise; distribute through variety of media and to a variety of constituency groups that represent diverse recreational users	<ul style="list-style-type: none"> <li>○ Define diverse constituency groups and “gate keepers”</li> <li>○ Create materials for public consumption – hard copy and electronic</li> <li>○ Train and engage constituency groups in promotion and outreach</li> </ul>	<ul style="list-style-type: none"> <li>○ Continue to update FNST Map App through ArcGIS</li> <li>○ Create FNST specific app</li> </ul>	<ul style="list-style-type: none"> <li>○ <b>Need:</b> <ul style="list-style-type: none"> <li>○ Define needs for FNST app (access, reporting, use...)</li> <li>○ Source for FNST maps and merchandise</li> </ul> </li> </ul>
Implement public relations campaign	<ul style="list-style-type: none"> <li>○ Define publics and target markets (both current and potential)</li> <li>○ Define outreach strategies, including four major statewide outdoor/ trail days or events</li> <li>○ Implement and update</li> </ul>	<ul style="list-style-type: none"> <li>○ Continue distribution of PR plan components through on-line media (Prezi, powerpoint)</li> <li>○ Create calendar of trail days/major events in 2014</li> </ul>	<ul style="list-style-type: none"> <li>○ <b>Need:</b> Development of 2014 Trail Days Calendar</li> </ul>