

MT Dept of Transportation (MDT) FY 2011 Q4

Plan Status 1.0: Turning the Montana Tourism and recreation Vision into reality

Review Status Symbols Legend

First Column:

Strategy Status: ★ Ahead of Plan ○ On Track ⊗ Behind Plan ● Off Track ➡ Change

Tactic Start Status: ○ Started on Time ⊗ Started Late ● Incomplete

Second Column:

Strategy Trend: ↑ Getting Better → Staying the Same ↓ Getting Worse

Tactic Current Status: ○ On Track ⊗ Behind Plan ● Off Track

Third Column:

Strategy Future Concern: L Low Concern M Medium Concern H High Concern

Tactic Final Status: ○ Completed on Time ⊗ Completed Late ● Incomplete

✓ Completed ☹ On Hold ✕ Cancelled

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.1.4.4.3: MDT use technology to enhance Montana visitor information and marketing efforts.	○	Sheila Ludlow	○	?	L
1.1.4.4.3.1: Evaluate ways to incorporate technology into MT's comprehensive visitor information system: TIS/511 systems, audio tour MP3 downloads, wireless hot spots, podcasts, RSS, news/info feeds, blogs, computer workstations, etc.	Tactic	Sheila Ludlow	○	?	
1.1.4.4.3.2: Ensure that components of the system are promoted on web sites and in visitor guides.	Tactic	Sheila Ludlow	○	?	
1.1.4.4.3.3: Expand system of TIS stations, information available on 511 system, and locations for downloadable visitor information.	Tactic	Sheila Ludlow	○	?	
1.1.4.4.3.4: Increase the number of free wireless hot spots available to visitors, with information on-site about tourism podcasts, RSS feeds, audio tours, etc.	Tactic	Sheila Ludlow	○	?	
1.1.4.5.2: Expand displays of MT destinations/products at State rest areas, airports, train stations, and VICs. Integrate MT's Visitor Information System sites into state economic development efforts by showcasing MT's heritage and economy.	○	Sheila Ludlow	?	?	?
1.1.4.5.2.1: Highlight Montana destinations and products in materials, furnishings and displays sponsored by business and nonprofit groups, such as products from Made-in-Montana and Grown-in-Montana.	Tactic	Sheila Ludlow	○	?	
1.1.4.5.2.2: Work with local/regional organizations to voluntarily maintain displays with current information.	Tactic	Sheila Ludlow	○	?	
1.1.4.5.2.3: Develop system with Travel Montana and airport managers by 2009 to enhance traveler information available at rest areas and airports.	Tactic	Sheila Ludlow	○	⊗	
1.1.4.5.2.4: Implement system of enhanced information about Montana and its products, and maintain/expand annually.	Tactic	Sheila Ludlow	○	?	
1.2.3: Change the state law and rules to broaden eligibility for the Montana Byways program (and access to federal funding).	○	Sheila Ludlow	⊗	→	M
1.2.3.1: Encourage the Montana Legislature to change the MT Byways program, so that more highways can be designated as state scenic/historic byways, and become eligible for federal funding for byway planning, improvement projects, and marketing.	○	Sheila Ludlow	⊗	↑	M
1.2.3.1.2: Accomplish changes in law and rules in the 2009 legislative session.	Tactic	Sheila Ludlow	○	○	✓
1.2.3.2: Form a State Scenic Byways Advisory Committee and initiate local planning along proposed byway corridors and loops to begin the designation process.	●	Sheila Ludlow			✓
1.2.3.3: Gather local public input to establish values and parameters for corridor or byway designation, and respect community heritage and character in the process of developing byway/corridor plans and marketing strategies.	●	Sheila Ludlow	➡	→	L
1.7: Improve Montana's transportation system for both residents and visitors.	○	Sheila Ludlow	○	→	L
1.7.1: Increase air service capacity to and from Montana cities.	○	Sheila Ludlow	?	?	?
1.7.1.12: MDT increase air service capacity to and from Montana cities.	○	Sheila Ludlow	?	→	?
1.7.1.12.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Sheila Ludlow	○	?	
1.7.1.12.2: Identify airport improvements and aviation strategies that will support or enhance tourism.	Tactic	Sheila Ludlow	○	?	
1.7.1.12.3: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Sheila Ludlow	○	?	
1.7.1.12.4: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Sheila Ludlow	○	?	
1.7.2: Continue to implement Montana's rest area strategy.	○	Sheila Ludlow	○	↑	L

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.7.2.1: MDT continue to implement Montana's rest area strategy.		Sheila Ludlow	?	?	?
1.7.2.1.1: Complete new rest area projects with design improvements and visitor services, including visitor information and electronic technology to meet needs of tech savvy travelers (wi-fi, etc.).	Tactic	Sheila Ludlow		?	
1.7.2.1.2: Address seasonality and extend hours of operation at key rest areas needed to serve tourists.	Tactic	Sheila Ludlow		?	
1.7.2.1.3: Develop partnerships with private/nonprofit organizations to assist with funding, seasonal maintenance and staffing needs.	Tactic	Sheila Ludlow		?	
1.7.3: Improve and maintain Montana roads and bridges.		Sheila Ludlow		→	?
1.7.3.1: Annually seek funding through federal transportation re-authorization bills to maintain and improve Montana roads and bridges.	Tactic	Sheila Ludlow		?	
1.7.3.2: Participate in the Western States Tourism Policy Council discussions about transportation issues.	Tactic	Sheila Ludlow	?	?	
1.7.4: Increase use of passenger rail and transit service in Montana.		Sheila Ludlow		?	?
1.7.4.1: Promote Amtrak's Empire Builder service in Montana.		Sheila Ludlow	?	?	?
1.7.4.1.1: MDT promote Amtrak's Empire Builder service in Montana.		Sheila Ludlow	?	?	?
1.7.4.1.1.1: Build relationships and coordination efforts with Amtrak, and advocate to state/federal agencies and elected officials for support of Amtrak service.	Tactic	Sheila Ludlow		?	
1.7.4.1.1.2: Seek and support federal funding for Amtrak	Tactic	Sheila Ludlow		?	
1.7.4.1.1.3: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the use of rail service through packaging, rail-drive-bus tours, etc.	Tactic	Sheila Ludlow		?	
1.7.4.2: Promote excursion rail service in Montana.		Sheila Ludlow	?	?	?
1.7.4.2.1: Promote excursion rail service in Montana.		Sheila Ludlow	?	?	?
1.7.4.2.1.1: Support Montana's excursion trains (Copper King Express, Anaconda-Butte; Charlie Russell Chew Choo, Lewistown-Denton; Alder Gulch Short Line Railroad, Virginia City-Nevada City)	Tactic	Sheila Ludlow		?	
1.7.4.3: Encourage and expand intercity transit service, and service to high traffic visitor locations.		Sheila Ludlow		→	?
1.7.4.3.1: MDT encourage and expand intercity transit service, and service to high traffic visitor locations.		Sheila Ludlow	?	?	?
1.7.4.3.1.1: Explore additional opportunities to utilize federal transportation funds and public-private partnerships to expand transit service.	Tactic	Sheila Ludlow		?	
1.7.5: Encourage and explore expanding bike/pedestrian trail systems in and between Montana communities, and connections to trailheads on state/federal lands.		Sheila Ludlow	?	?	?
1.7.5.1.1: Form partnerships among local govts, agencies, tribes, landowners, user groups, tourism businesses, and others to plan, seek funding, and managing MT's trail system, use State Trails Advisory Committee (STAC) to facilitate partner communication & action.	Tactic	Sheila Ludlow	?	?	
1.7.5.1.2: Integrate MT's trail system with the state's primary transportation network and, where appropriate, provide alternatives to vehicular transportation, according to guidelines in the Montana State Trails Plan, TranPlan 21, and local transportation plans.	Tactic	Sheila Ludlow	?	?	
1.7.5.1.3: Improve bike and pedestrian facilities in urban and rural areas, and combine improvements with byway activities for partnerships and federal funding.	Tactic	Sheila Ludlow		?	
1.7.6: Develop a user-friendly handbook to provide information about the highway signing process to businesses, attractions, and other tourism-related groups, including use of international symbols (symbol signs).		Sheila Ludlow			✓
1.7.6.2: MDT develop a user-friendly handbook to provide information about the highway signing process to businesses, attractions, and other tourism-related groups, including use of international symbols (symbol signs).		Sheila Ludlow			✓
1.7.6.2.1: Invite tourism businesses, historic/cultural groups, and state/federal agencies to participate in the completion of a user-friendly highway sign process handbook.	Tactic	Sheila Ludlow			✗
1.7.6.2.2: Complete a draft handbook and distribute electronically for stakeholder/Travel Montana review.	Tactic	Sheila Ludlow			✓
1.7.6.2.3: Complete the final sign handbook and distribute statewide	Tactic	Sheila Ludlow			✗
1.8.2.2: Address sign proliferation when regulations are violated.		Sheila Ludlow	?	?	?
1.8.2.2.1: Address outdoor advertising options.		Sheila Ludlow		→	?
1.8.2.2.1.1: Create guidelines for businesses to use Tourist-Oriented Directional Signs (TODS), Specific Information Signs (LOGO).	Tactic	Sheila Ludlow	?	?	
1.8.2.2.1.2: Collaborate with the MT Motorist Information Signing Group, tourism businesses and organizations to promote the programs and assist with reevaluation of the TODS/LOGO program cost and process to identify ways to expand use of additional categories.	Tactic	Sheila Ludlow	?	?	
1.8.2.2.1.3: Considering aesthetic and right-to-advertise issues, encourage local and state officials to provide advertising opportunities for businesses that benefit the traveling public.	Tactic	Sheila Ludlow	?	?	
1.8.2.2.1.4: Provide information about effective use of colors, graphics, text, and appropriate night lighting.	Tactic	Sheila Ludlow	?	?	
1.8.2.5: Evaluate state participation in the "RV Friendly" designation program for businesses, attractions, and VICs.		Sheila Ludlow		→	L
1.8.2.5.1: Evaluate state participation in the "RV Friendly" designation program for businesses, attractions, and VICs.		Sheila Ludlow	?	?	?
1.8.2.5.1.1: Work with Travel Montana to research the RV Friendly initiative	Tactic	Sheila Ludlow			✗
1.8.2.5.1.2: Seek legislative approval, if appropriate, of the RV Friendly sign designation in the 2011 legislative session.	Tactic	Sheila Ludlow	?	?	