

**Rural & Scenic Roads Advisory Committee**  
**Education, Promotion, & Tourism Subcommittee**  
**Members: Tiffany Ahalt, Jeff Yocum, Dave Ziedelis**

The Education, Promotion, & Tourism subcommittee will identify how public awareness of the program can be expanded, how the program can be promoted, and to which audiences education and promotion should be targeted. This subcommittee will also identify when signage should be employed and potential opportunities for partnership with organizations focused on tourism and recreational use of rural and scenic roads.

**I. VISITOR EXPERIENCE, INTERPRETATION, AND CONTENT:**

Outline our Rural & Scenic Roads plans to engage with the community and visitors when it comes to telling the story and history of our Roads. Visitors to Frederick County will find a rural aesthetic, consisting of rolling hills, narrow, tree-lined roadways, serene creeks, old fencerows and a distinct mixture of historic and contemporary homes

- Decide on key themes, with intrinsic and/or historic qualities, about our Roads
- Link together historical aspects, connection to byways, etc.
- Develop a plan about how to best present interesting unique themes
- Interpretive signage, driving tours
- Involve area visitor centers
- Other interpretive elements

**II. MARKETING AND PROMOTION:**

- Development of a Rural & Scenic Roads website or microsite, to be mobile friendly
- Creation and distribution of printed materials and/or brochure
- Implementation of more community outreach events
- Short descriptions of our Rural & Scenic Roads for use in publications, travel writers, etc.
- Database of seasonal digital photographs

**III. PUBLIC PARTICIPATION AND COMMUNITY FORUMS:**

- Communication/cooperation with key stakeholders and community partners
- Public meeting/participation opportunities
- Annual public forums to review and set goals
- Open call for interested individuals to join the Rural & Scenic Roads Committee

**IV. PRESERVATION AND CRITICAL ISSUES:**

- Determine the proper safe Road usage (vehicles, bicycles, pedestrians) to include equipment
- Determine specific quantity levels of usage – involve Frederick County DPW
- Involve inhabitants of the Roads (residents, businesses, historic sites, etc.)
- Education with regards to safety, illegal dumping, etc. – enforcement, platform to report
- Ask the question – is visitation on these Roads welcome and encouraged?