



## Delaware Bayshore Byway Master & Marketing Plan Kick-Off

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*Delaware Bayshore Byway* — Delaware Greenways is partnering with the Delaware Department of Transportation to kick-off the *Delaware Bayshore Byway Master & Marketing Plan (DBBMMP)* to make the Delaware Bayshore Byway a better place to explore – whether you’re walking, biking, or paddling.

### **WHAT:**

The *Delaware Bayshore Byway Master & Marketing Plan* will build on earlier work, such as the Bayshore Byway Corridor Management Plan, focusing more on fun and safe ways to get around without a car. Additionally, it will also include a marketing plan to better share what makes the Bayshore special, from beautiful scenery to unique attractions and recreational opportunities.

The Delaware Bayshore Byway spans approximately 100 miles through Delaware’s coastal zone, tracing tidal shores, expansive salt marshes, and working farmland. The corridor is anchored by 19 Discovery Zones, each highlighting unique natural, cultural, and recreational assets collectively showcasing the Bayshore’s environmental significance and heritage character.

This study is being funded by a Federal Highway Administration National Scenic Byways program grant.

### **WHERE/WHEN:**

The study team is conducting a series of pop-up events to share details about the study, develop an understanding of the community’s needs, and collect feedback. You’re invited to attend one of the events below to meet members of the project team and learn more:

- Saturday, September 20, from 9am-4pm – Milford Freedom Day, Riverwalk & Downtown Milford – Look for the DelDOT Bike tent
- Sunday, October 5, from 11am-5pm – University of Delaware Coast Day, Lewes (1044 College Drive, Lewes, DE 19958) – Look for us in the SeaGrant tent
- Sunday, October 12, 10am-3pm – Bowers Heritage Day (Waterman’s Park, Clifton Cubbage Drive, Frederica, DE 19946) – Look for the DelDOT Bike tent

Can’t make an event? That’s okay – just visit the project website to learn more and take the survey. You can also provide feedback anytime between now and October 31 via the online survey available at [www.publicinput.com/DBBMMP](http://www.publicinput.com/DBBMMP).

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