Recent Project Documentation

• C2C Summit

• Blue Ribbon Trails Survey

• Urban-Rural Overlay Project

• Numerous FDOT & FDEP related documents/reports
Implementation Guidebook

• Operations and Management

• Volunteer Groups and Programming

• Trail Elements

• Funding Strategies
Operations and Management

- Safety and emergency response
- Wayfinding
- Working with partners
  - Festivals, Rides, Runs
  - What is already working?
Volunteer Groups and Programming

• Adopt-a-Trail Program

• Volunteer/Citizen Support Organization

• Interpretive Programs
Trail Elements

• Urban trailheads

• Trail facilities

• Wayfinding
Funding Strategies

• Pre-construction phases

• Management

• Wayfinding and other elements

• Marketing
Marketing Toolkit

• Identifying a lead organization in each County

• Create Marketing Materials

• Refine www.c2ctrail.com

Source: Minnesota Department of Transportation, 2011
Marketing Plan

- Understand the product
- Define marketing objectives
- Learn about your audience
- Identify resources
- Outline an implementation plan

Potential Toolkit Sections

- C2C vision and trail settings
- Align objectives with vision
- Marketing strategies for target audience
- Marketing partners and supporting information
- Marketing checklist and sample marketing plan

Marketing Actions

- Example Products:
  - Brochures
  - Sample press release
  - Sample ride itinerary
  - Ride event planning guide
  - Social media plan
  - Bicycle & tourism info
Welcome

Welcome to the Coast to Coast Trail

Upon completion, the Coast-to-Coast Trail will be a continuous paved multi-use trail across the State of Florida from the Gulf of Mexico to the Atlantic Ocean. It will span approximately 220 miles when completed. The Connector is approximately 75 percent complete. Completion is expected around year 2020. The C2C will link communities between St. Petersburg and Titusville. The C2C includes two of the state’s most popular trails, the Fred Marquis Pinellas Trail and the West Orange Trail, both of which have fueled the economic transformation of communities, particularly Dunedin and Winter Garden. This corridor also includes significant portions of the developing 51 mile East Central Regional Rail Trail, the longest single rail-trail corridor ever acquired by the state. The C2C will link all or part of the following existing multi-use trails, developed and managed by a broad range of communities and agencies:
Imagine 500 miles of cross-state hiking and bicycling paths beside lakes, across mountain ridges, through forests, into towns big and small, and across swamps:

- Showcasing conservation and preservation from mountains to sea
- Providing free public access to active, healthy outdoor recreation
- Fostering tourism, business, and economic development

Don't overexert yourself. Especially on warm days, take it slow and give yourself plenty of time to rest and replenish.