

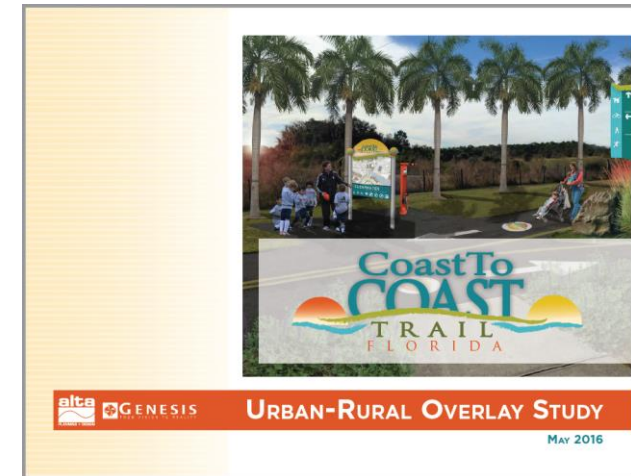
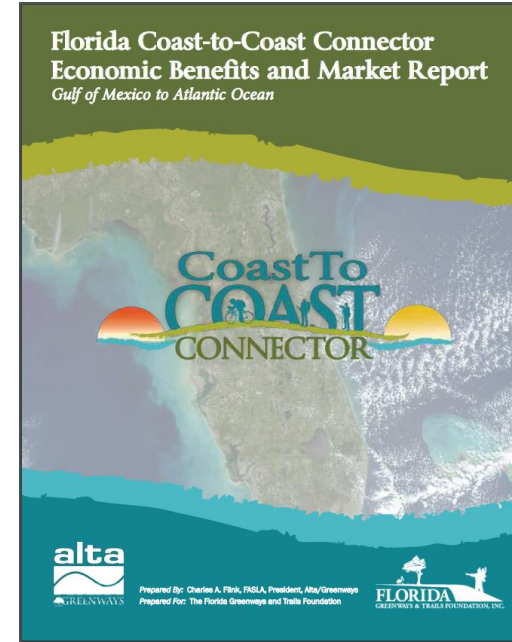
# Implementation Guidebook - & - Marketing Toolkit

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COAST TO COAST PLANNING MEETING

# Recent Project Documentation

- C2C Summit
- Blue Ribbon Trails Survey
- Urban-Rural Overlay Project
- Numerous FDOT & FDEP related documents/reports



# Implementation Guidebook

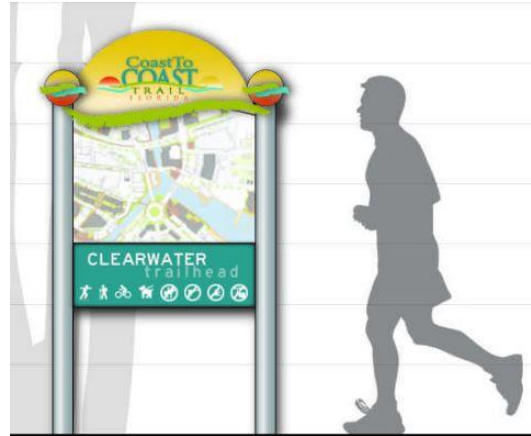
- Operations and Management
- Volunteer Groups and Programming
- Trail Elements
- Funding Strategies





# 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



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COAST TO COAST PLANNING MEETING



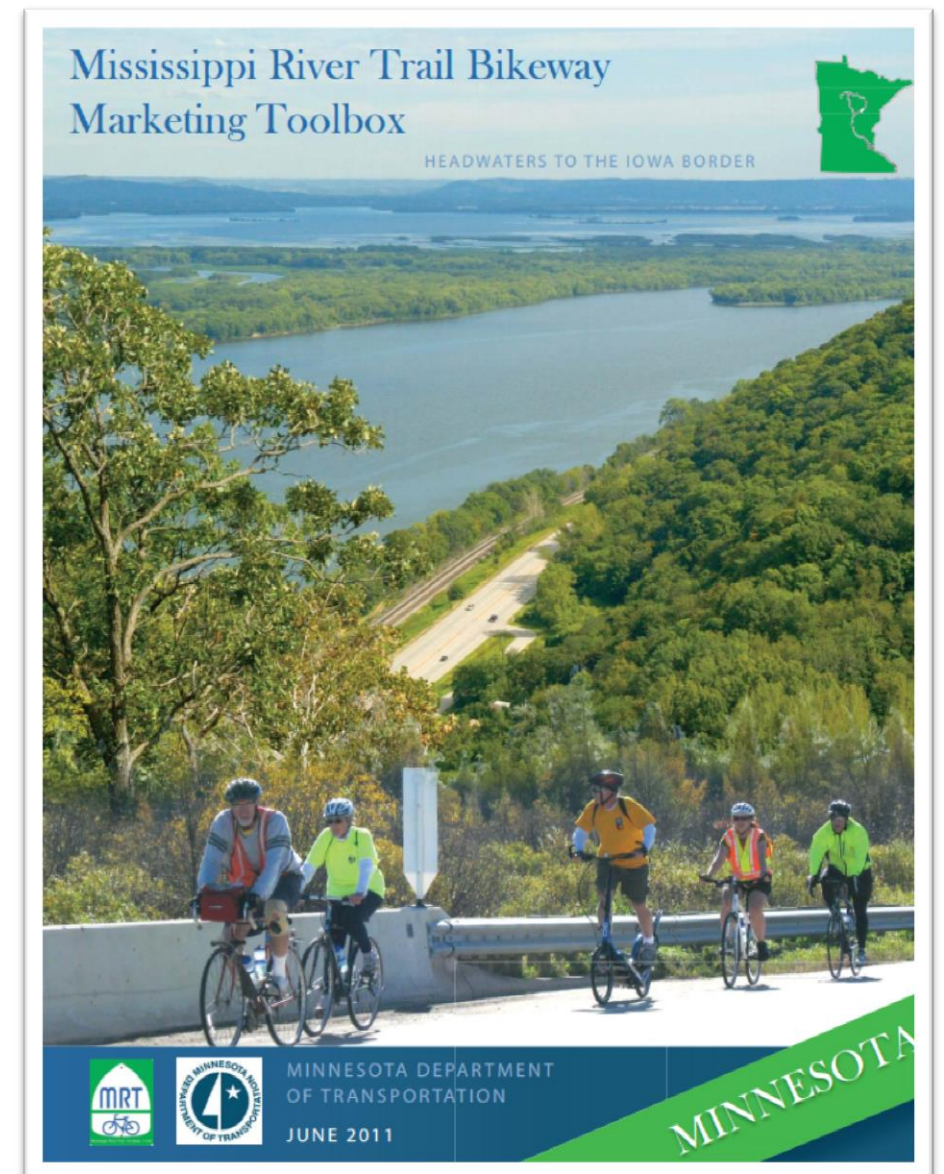
# Funding Strategies

- 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](http://www.c2ctrail.com)



Source: Minnesota Department of Transportation, 2011



## Marketing Plan Steps

## Potential Toolkit Sections

Understand the product

C2C vision and trail settings

Define marketing objectives

Align objectives with vision

Learn about your audience

Marketing strategies for target audience

Identify resources

Marketing partners and supporting information

Outline an implementation plan

- Timeline and goals
- Key messages
- Define the audience
- Select communication mediums

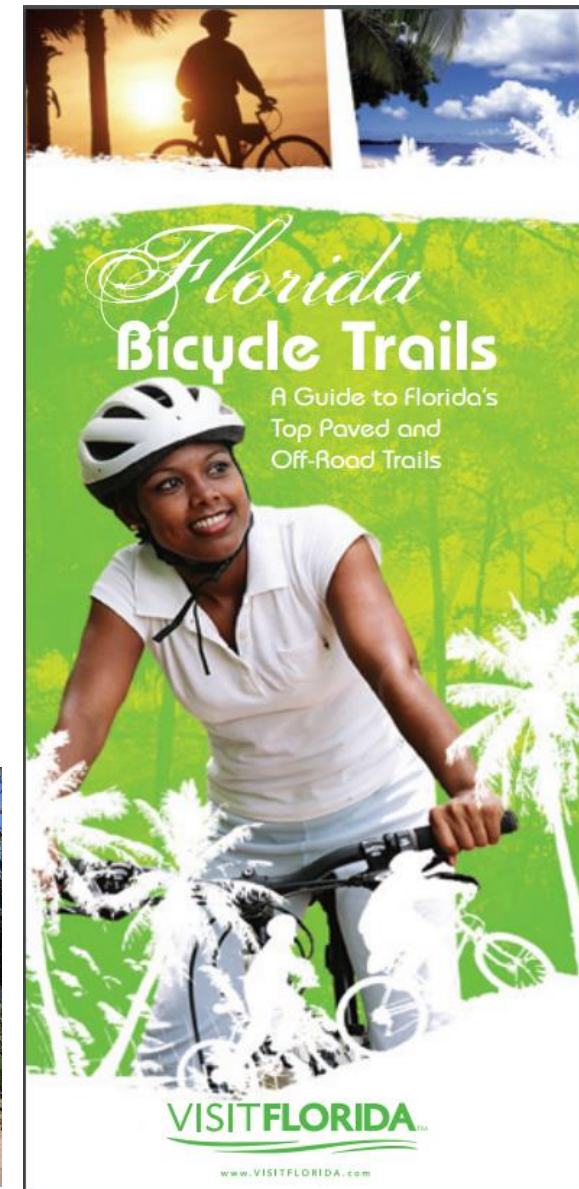
Marketing checklist and sample marketing plan

Marketing Actions

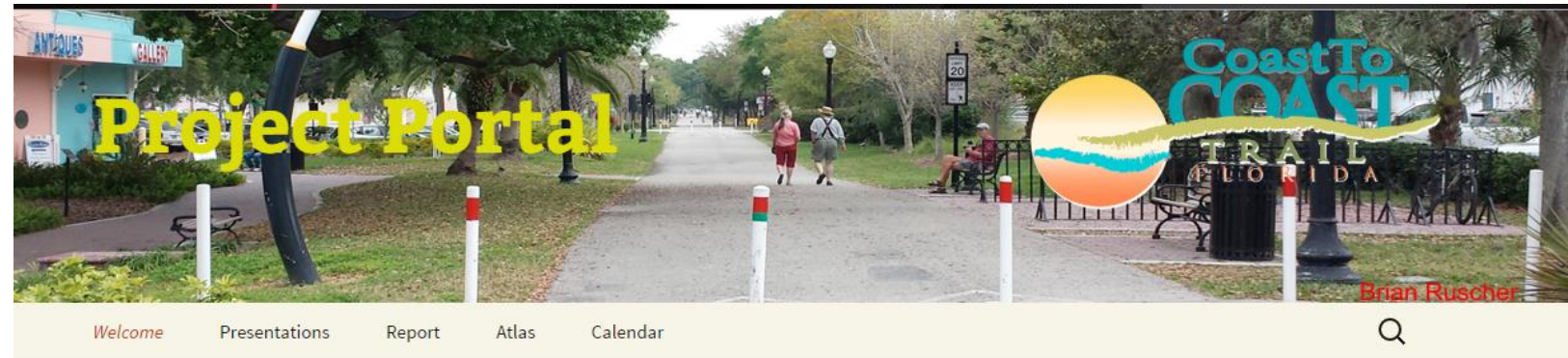
- Example Products:**
- Brochures
  - Sample press release
  - Sample ride itinerary
  - Ride event planning guide
    - Social media plan
  - Bicycle & tourism info



1. Where do you live?  
Pendleton | Clemson | Central | Anderson County | Pickens County | Other \_\_\_\_\_
2. What is your gender?  
Male | Female | Prefer not to say
3. What is your age?  
Under 19 | 20-29 | 30-39 | 40-49 | 50-59 | 60+
4. What type of walking/biking facilities do you prefer?  
Sidewalks | Paved Shoulders | On-Street Bike Lanes | Paved Greenways | Unpaved Trails
5. Have you ever used a walking path or trail such as Trotters Trail at Veterans Park or the Clemson Experimental Forest Trails?  
Yes | No  
If yes, how often?  
Few times a year | Once a week | Once a month | More than once a week
6. Do you visit nearby destinations outside of Pendleton to use a trail or greenway?  
Yes | No  
If yes, how often?  
Few times a year | Once a week | Once a month | More than once a week
7. Would you use trails more often if they were closer to you?  
Yes | No
8. When you walk or bike what is the primary purpose of your trip? Select all that apply.  
To get to work | Exercise | To enjoy nature | Dog walking | Socializing | I don't walk or bike
9. What do you think are the biggest factors discouraging bikers and walkers? Circle your top 3.  
Lack of connected facilities | Lack of information or promotion | Unsafe crossings | Lack of time  
Lack of interest | Motor vehicle traffic | Lack of nearby destinations | Personal safety concerns



Refine  
[www.C2CTrail.org](http://www.C2CTrail.org)



## 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 250 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:

#### Upcoming Events

DEC <b>16</b> Fri	9:30 am C2C Trail Planning Meeting @ Winter Garden City Hall
Add	<a href="#">View Calendar</a>

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COAST TO COAST PLANNING MEETING



# THE PALMETTO TRAIL

[THE PALMETTO TRAIL](#)[MAP](#)[PASSAGES](#)[PALMETTO TRAIL ALE](#)

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



OUR ADVICE FOR A  
**SAFE-&-Enjoyable**  
**EXPERIENCE** ON the TRAIL

### DON'T OVEREXERT YOURSELF

Especially on warm days, take it slow and give yourself plenty of time to rest and replenish.